



# TFWA DAILY

**TUESDAY 3 OCTOBER**

TFWA WORLD EXHIBITION & CONFERENCE 2017

SPECIAL  
SUPPLEMENT  
INSIDE

**LIQUOR &  
TOBACCO**

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## INTRODUCTION

# A WEEK THAT'S VERY WORTHWHILE

**A celebration of an anniversary is a time to reflect on the past. While my own history in duty free and travel retail stretches back only to more recent decades, during the 30 years I've been working in the business, I too have seen many changes.**

But there is no doubt that it's a business that gets into your blood, and I, like many of my colleagues, would find it hard to leave. It's a great privilege to work in this industry, and a particular privilege to serve on the board of TFWA.

As an industry, we work hard, and this week is, of course, one of the busiest of our calendar. It's also a week in which our exhibitors and visitors commit considerable investment. However, I believe it's an investment that's very sound. Here, exhibitors and delegates have an unprecedented opportunity to meet existing customers, as well as an unrivalled forum to meet

new potential clients. Attendance at all our events continues to grow. The challenge is to improve year on year, but each year we manage to do it. This doesn't happen by accident, and it's a testament to the talent and effort of the team of TFWA, as well as the diligence and passion of the marketing committee and the management committee. Our objective here at TFWA is to create a business platform and networking opportunities that foster the maximum engagement for our members and delegates. One of the ways we do this is by providing a range of marketing tools to ensure that visitors and exhibitors can make the very best of their time here in Cannes. Our product showcase, HD press photo service, exhibition directory, digital diary, and interactive directional screens offer invaluable guidance on what to see and how to get there, while the latest news can be found on Twitter, LinkedIn and Facebook.

Our new geo-localisation app will make it even easier to find your way around the exhibition halls. There is also a wealth of information on the TFWA website, and the new-look website which will be launched within the next few weeks, will feature a full review of the more important highlights of the event, as well as the lighter moments of the week. Less formal networking is also, of course, an essential part of the week here in Cannes. Our golf tournament organised in partnership with Estée Lauder, our charity run, the second TFWA regatta kindly sponsored by Paul & Shark, the yoga class sponsored by Rituals, and the pétanque tournament were great fun, and I'm sure the seeds of many new friendships were sown over the past couple of days. Our opening cocktail was as usual a spectacular start to our week and our night-spot, The Scene, is again proving a popular place to unwind at the end of a busy day, and thanks must go once

again to all our sponsors. I hope the rest of your week goes well, and I look forward to seeing you in the exhibition hall or at Le Premium Evening.

**NOTES FOR YOUR DIARY:**

- Don't forget to book your tickets for Le Premium Evening before 18:00 tomorrow. The highly-acclaimed singer and impressionist Véronic DiCaire will entertain us in great style.
- It's time to start 'talking-technical' at tonight's TFWA Digital Village opening cocktail, which will kick off at 19:30 at the Majestic Hotel.
- All TFWA World Exhibition & Conference badge holders are able to visit the TFWA Digital Village with their standard entry badge from tomorrow to Friday. Do drop by the Gare Maritime to see what's hot in the world of digital.

The Vice-President Marketing defines strategy and prepares communications relating to the association's activities in order to drive attendance at TFWA's exhibitions. She also contributes to the planning of all events organised by the association, and oversees the production of the association's publications. Gerry Munday is Global Travel Retail Director of Furla S.p.A.



**Gerry Munday,  
Vice-President  
Marketing, TFWA**



## CONTROL FOR ACCESS TO THE CONFERENCE AND/OR EXHIBITION

Please collect your badge at the **TFWA Registration Pavilion** before then passing through the security check on the **Parvis of the Palais des Festivals**.

### FREE WIFI SERVICE

TFWA is delighted to offer a free WiFi service inside the Palais des Festivals. To connect, please use the following network – **PalaisDesFestivals WiFi** – then input the code on your delegate badge. Technical support is available at a dedicated desk (Viapass) during exhibition hours on Level -1, Red Village.

### SODIP: NEW STAND LOCATION

Please note that SODIP has a new stand location: Mediterranean Village N7.

### NEW TFWA GEOLOCATION APP

TFWA is pleased to announce the launch of its new geolocation app. This allows visitors to geolocate themselves on a 3D interactive floor plan, pinpoint their location, be guided along a route and easily find the stand of their choice. Delegates can also select exhibitors they are interested in and record them in a visit folder to be accessed onsite.

#### ↓ DOWNLOAD THE APP

– named **TFWA 2017** – via the AppStore (iOS) or PlayStore (Android), then follow the onscreen instructions.

### INTERACTIVE DIRECTIONAL SCREENS



TFWA in partnership with JCDecaux, our official digital partner, is providing interactive screens to help you find your way around the extensive halls.

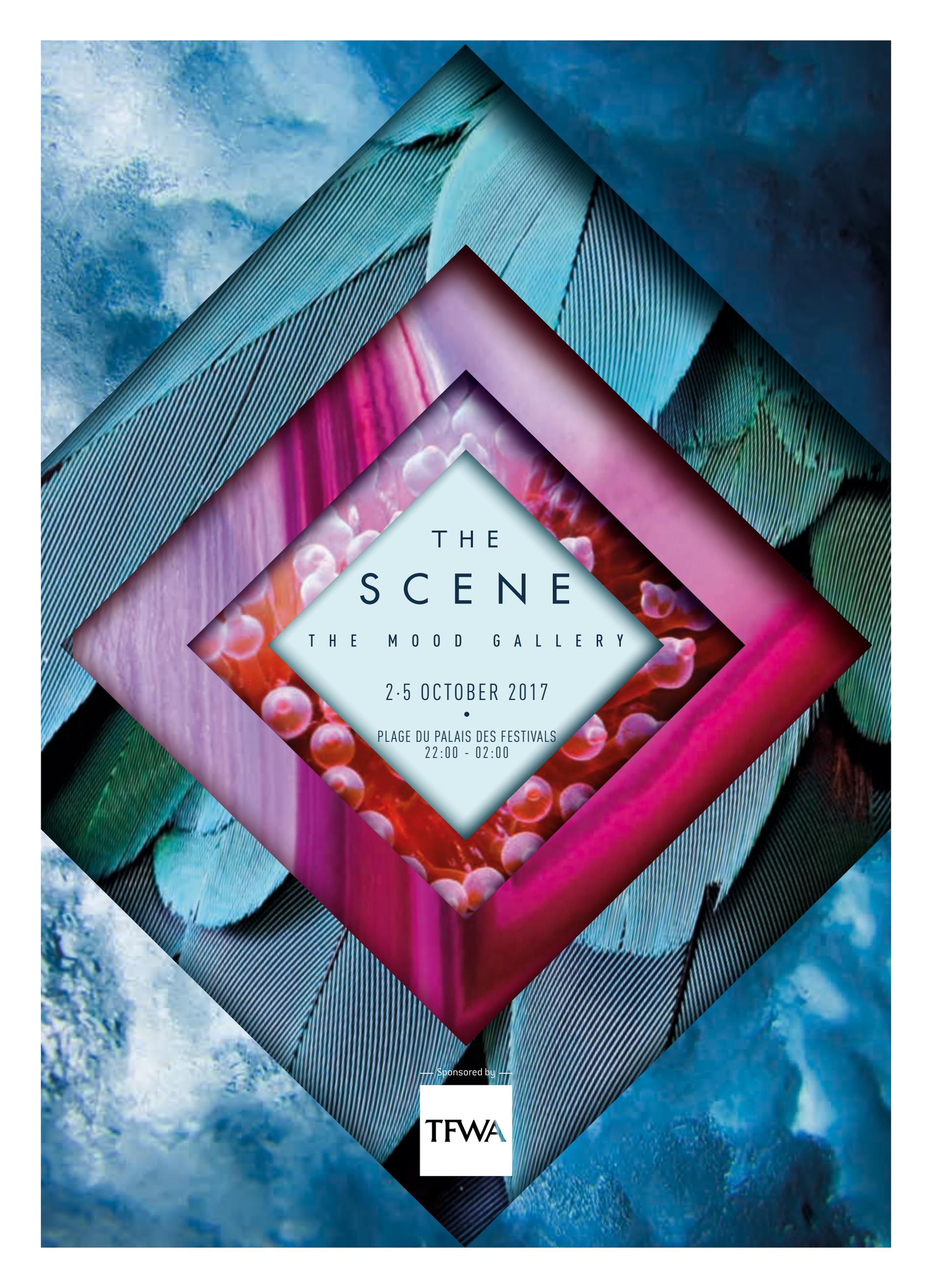
### TFWA DIGITAL VILLAGE: OFFICIAL OPENING

Please note that a special ribbon cutting will mark the official opening of the TFWA Digital Village at 09:00 tomorrow morning at the entrance of Gare Maritime.

## TFWA ON SOCIAL MEDIA

Find the latest news on TFWA World Exhibition & Conference, and learn more about the Association's objectives, across social media. Visit the TFWA LinkedIn page and join TFWA's LinkedIn Group, follow us on Twitter, and 'like' us on Facebook. They are the ideal platforms to keep up-to-date with TFWA news as it happens.





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# FOSTERING GLOBAL CITIZENSHIP AND SUSTAINABLE DEVELOPMENT

Ban Ki-moon served as Secretary-General of the United Nations from 2007 to 2016, a period of rapid change and global turbulence. He addressed the new global landscape at a time when the need for calm leadership has never been greater.



Ban Ki-moon, former Secretary-General of the United Nations: "The challenges of sustainable development, climate change and terrorism can only be solved through global partnerships and solutions."

**A renowned global thinker, Ban Ki-moon has taken a prominent role on issues including conflict resolution, poverty and climate change. He comes from a track record of leadership at the United Nations, where he was Secretary-General from 2007 to 2016, perhaps his foremost legacy being the instrumental role he played in the 2016 Paris Agreement, within the United Nations Framework Convention on Climate Change.**

Mr Ban is also a former Foreign Minister of South Korea, so is acutely aware of East Asia's importance to world stability, and of the obstacles on the road to lasting peace and prosperity. "Recently, we have been facing alarming signs of wars – both metaphorical and literal – throughout the global landscape," he said. "There is a heightened sense of nationalism, which is prompting economic isolation, and that is even driving policy and disengagement from the world in some major countries."

Mr Ban passionately emphasised the importance of globalisation, and the immense benefits of the free movement of people, trade and tourism. "The TFWA motto 'By the trade, for the trade' is fitting for all of us," he noted. "As Secretary-General of the United Nations, I urged leaders

to build bridges among people. I argued with many European leaders sending back refugees. There is no turning back to where we were before, because the problems we face today are global in nature. The challenges of sustainable development, climate change and terrorism can only be solved through global partnerships and solutions."

Sustainable development was a key theme of Mr Ban's career at the United Nations. He devoted considerable time and energy to "making sure no-one is left behind". "Goals include ending global poverty and gender inequality by 2030, building peace and ensuring human rights," he said. "Business communities like yours are essential for achieving this landmark of unity. I launched the UN Global Compact Initiative, which encourages businesses to adopt sustainable and socially-responsible policies. Over 12,000 companies from 170 countries are signed up."

While progress is being made, Mr Ban stressed that efforts need to be extended. "Climate change is no longer a future threat – it is happening now. If we don't tackle climate change issues, they will affect the whole international community. The Paris Agreement set ambitious, but achievable targets. As I've said before, we don't have a Plan B, because we

don't have a Planet B." Mr Ban expressed great disappointment at President Trump's announcement in August that the US would begin the formal process to withdraw from the Paris Agreement. "It's short-sighted, politically irresponsible, and as the world's largest economy the US should take more responsibility. It isolates the US from the rest of the world on one of the most critical issues of our time."

Nevertheless, Mr Ban remains hopeful, not least because of the 'We Are Still In' campaign in the US, involving many cities, states, businesses and educational establishments, who have all committed to continuing to abide by the Paris Agreement.

Mr Ban moved onto another major global issue: terrorism. "Since 2015, in Europe there have been attacks in France, Belgium, the UK, Spain, Germany and Sweden. These deplorable attacks undermine our ability to lead normal lives. They also deeply affect the private sector, including tourism – industries such as yours rely on free movement of people." In 2016, while still UN Secretary-General, Mr Ban launched an action plan calling for a comprehensive initiative to address the underlying factors that push individuals towards radicalisation and terrorism. "We must continue to address the causes

of terrorism and not let vulnerable young minds be corrupted. The importance of education and global citizenship should be emphasised. This teaches young people the values of tolerance, cultural diversity, human rights, sustainability, gender equality and multilingualism." Discussing the situation in Korea, he described the continuous provocation by North Korea as worrying. "I've been working on this issue since the discovery of North Korea's nuclear development programmes in 1990. The tension level seems at its highest now since the end of the Korean War. That is why the leaders of the US, China, South Korea and Japan are working to defuse this tension. We cannot afford to see this escalating to the threat of a global war. Why

is the situation at such a level? Because only one country – North Korea – has been defying and challenging the norms of the global community." Despite the geopolitical and climate challenges the world faces today, Mr Ban concluded with an optimistic tone, as did Mary Robinson, former President of Ireland, who described herself, in the words of Archbishop Desmond Tutu, as "a prisoner of hope". "Globalisation brings us together, and has fostered dynamic cultural exchanges. I'm asking you to do your part as responsible business leaders to promote sustainable development and respect workers, including those who migrate across borders. Let's work together towards the goal of making the world better for all."



Speaking to the TFWA Daily's Ross Falconer, Ban Ki-moon, former Secretary-General of the United Nations, highlighted the importance of fostering global citizenship. "We are together, we are one, we are citizens of the world."

# 'CLIMATE CHANGE: THE BIGGEST EXISTENTIAL THREAT TO OUR WORLD'

Given Ireland's pivotal contribution to the creation and success of the duty free & travel retail industry, it was fitting that the country's former President and one of Ireland's most respected public figures, Mary Robison, addressed delegates yesterday morning.

**Mary Robison served as President of Ireland from December 1990 to September 1997, and was United Nations High Commissioner for Human Rights from 1997 to 2002. She has been a tireless advocate for global peace and responsible government, and is recognised as one of most progressive reforming figures in Ireland in recent decades.**

"My passion in life now is the climate issue," said Robison. "I came to it not as a scientist, but from a human

rights perspective. Beginning in 2003, everywhere I went I heard that things are so much worse, because people are just unable to predict the weather. Uganda has experienced long periods of drought and flash flooding, for example. It has meant people who previously had basic food security, no longer have that. We've recently had a visible sense of how destructive the elements can be when disrupted by climate change. While Hurricane Irma and Hurricane Maria were not caused by climate change, they were aggravated by it." Hurricane Maria caused

devastation in Puerto Rico and other adjacent islands, and Robison highlighted the impact on tourism. When it hit, she was in New York attending her 20th United Nations General Assembly. "In those last 20 years, I do not recall a General Assembly meeting so full of tension and division. The problems of North Korea, and the doubt about the nuclear agreement with Iran prevailing because of the approach of President Trump, meant there was a real sense of divide opening up, whereas in 2015 there had been a sense of universal agreement through the Paris Accord. "When the gavel came down on the Paris Agreement in December 2015, it was an extraordinary moment," Robison explained. "The clapping turned to cheering, hugging and for some, including me, crying. Why was it that people felt this emotion? It was because the agreement was much fairer than people had feared. We didn't feel we'd get the commitment that the world needed to stay well below 2C of warming and work actively towards 1.5C. It's a transformative idea that we can bring the curve down enough to do that." The second significant

commitment in the Paris Agreement was to achieve global carbon neutrality by the second half of the century. "Climate scientists tell me that we have to stop using fossil fuels by 2051, no later than that. That's very transformative," Robison added. "Your industry has begun to think a lot about sustainability and has been supportive of the 2030 agenda and its sustainable development goals. If your industry would commit to being out of fossil fuels by 2050, that's not asking you to do any more than lots of others are doing now." She then turned her attention to Europe, explaining that the continent is not coping well with the major challenge of refugees and migrants. "It's depressing that it's not a burden shared with solidarity. The southern European countries are bearing far too much of the burden. Germany to its credit took in a lot of migrants, even though there was a cost to Chancellor Merkel at the recent election. Germany can stand tall with regard to what it has done." Robison drew parallels with the climate change issue, referring to forecasts that there might be as many as 200 million climate-displaced people by

2050. "We will see climate change being an aggravating factor. We need to make sure that we manage and share the burden of migration." The decision of the UK to leave the EU, of course, has particular significance for Ireland. "What happens if there is a border with Northern Ireland again? And how can we not have a border if the UK comes out of the Customs Union?" Robison asked. "We are in the early stages of discussions between the remaining EU-27 and the UK. The EU-27, under the strong advocacy of Ireland, have agreed that, if at some time in the future, Northern Ireland wants to opt back into the EU, it can do so. The majority of Northern Ireland voters did, of course, vote to remain in the EU." Returning to her central theme, Robison described climate change as "the biggest existential threat to our world". "We're not yet on course to address it in a way that will leave a safe world for our children and grandchildren. We need to get back that solidarity we had in 2015. It is important to see, not necessarily that the glass is half full, but that there is something we can do," she concluded.



Mary Robison, former President of Ireland: "Your industry has begun to think a lot about sustainability and has been supportive of the 2030 agenda and its sustainable development goals."



TFWA World Exhibition opened immediately following yesterday morning's conference. The ceremonial ribbon-cutting was performed by the Mayor of Cannes David Lisnard, the TFWA Board and the conference keynote speakers.

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# THE IMPORTANCE OF WORKING TOGETHER AS ONE INDUSTRY

TFWA President Erik Juul-Mortensen opened yesterday morning's conference with his annual State of the Industry address. With the duty free & travel retail industry celebrating its 70th anniversary this year, he explored what the next 70 years might have in store.

**This is a milestone year for the duty free & travel retail industry, marking 70 years since the opening of the first airport duty free shop at Shannon Airport.**

It was appropriate, therefore, that TFWA President Erik Juul-Mortensen examined how the industry can take its destiny into its own hands, "so that all the parties involved can prosper for hopefully the next 70 years." He began by highlighting Generation Research figures for industry performance in 2016 and Q1 2017. "This time last year we were looking at the first year-on-year decline in global sales in six years, with 2015 sales 2.7% down on 2014," said Juul-Mortensen. "Generation's final results for 2016 show that we enjoyed a modest recovery. Year-on-year sales were +2.4%, which is a significant improvement on the negative growth of 2015." Q1 2017 is showing some encouraging momentum, building on the modest recovery of 2016. Global sales were up 4.2%. "The two key drivers continue to be fragrance and cosmetics with sales up 11.6% and the Asia Pacific region with sales up by 7.8%," Juul-Mortensen explained. Recognising that the industry's progress is dependent on what is happening in the world around us, Juul-Mortensen touched on geopolitics, highlighting the unpredictability of recent election results in the US,

France, the UK and South Korea. "A climate of uncertainty reigns – and if there is one thing that economists and business leaders dislike, it is uncertainty," he commented. The duty free & travel retail industry is also at the mercy of the global economy and within that its impact on currency values and exchange rates. "The global economy today, although recovering, is still uncertain and fragile, with huge variations depending where you look," Juul-Mortensen explained. "The latest World Economic Outlook update in July revised its projection for global growth this year from 3.4% to 3.5% and holds its projection for 2018 at plus 3.6%. Overall the broad economic story, as told by the IMF, is that most of the projected global growth will come from stronger activity in emerging markets and developing economies." Commenting on consumer trends, he added that trends in consumer behaviour and attitudes continue to have a huge effect on the fortunes of travel retail. "The Millennials may have arrived, but the oldies have not gone away. The fact is the single fastest-growing group of potential customers is the older Baby Boomer generation nearing or just into retirement." TFWA is marking the 70th anniversary of the duty free & travel retail industry through a visual campaign that has already been used by a number



TFWA President Erik Juul-Mortensen: "For those concessionaires with airport contracts with five or more years to go, the ACI CAGR projection for 2020-2025 makes encouraging reading. For airports, retail concessions remain their single biggest source of non-aeronautical revenues and that part of their non-aeronautical revenues grew by 11% in 2015, the most recent figure available."

of retailers and landlords around the world. "Through this campaign we hope to build positive public opinion by conveying messages to travellers and opinion formers about just how much our industry contributes to the world of travel, and to the richer experience of the traveller," Juul-Mortensen explained. While celebrating this landmark, there are challenges ahead over the next 18 months. "Chief among them is assuring that our voice is heard by governments in the UK and Europe as Britain's departure from the EU takes shape," said Juul-Mortensen. "Whatever your thoughts on the wisdom of Brexit, it is an opportunity for us to ensure that travellers between the UK and the EU once again enjoy the benefits of shopping duty free. I

am pleased to say that, thanks to the efforts of the UK Travel Retail Forum, ETRC, its national associations and its member companies, progress is being made to ensure that a duty free regime between the UK and EU will be restored on the day Brexit becomes a reality." Another key message was the importance of working together as one industry. "Brands may compete for market share, and retailers for concessions, but our basic interests are – or should be – fundamentally aligned," Juul-Mortensen noted. "It is as one industry, too, that we need to relieve the pressure we have created on the business model between brands, landlords and retailers that, at its worst, leads to unsustainable commercial agreements between this Trinity. I am not necessarily saying that

the principles of the concession model are wrong. It has worked successfully for many of our industry's 70 years of existence. But I am saying that in many cases the concession terms need to be more fairly balanced if we are to meet the reasonable expectations of all parties." The duty free & travel retail industry has prospered and achieved much in its 70 years. "But only if we act as one industry will we continue that proud record of achievement into the future," Juul-Mortensen added. "There is a lot to hope and work for in the years ahead. And over those years there will continue to be external factors beyond our control that will impact on us. So we have to keep on working on what we can control. We cannot wait on events around us. We have to take our destiny into our own hands."

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go with the zeitgeist and capture all the emotions that shape our lives. THOMAS SABO designs are energy carriers that symbolically connect people, and energy sources that help us to grow beyond ourselves – completely in line with our “Together” motto.

Our portfolio is inspired by the variety of life. Our designs value openness towards cultures, religions and traditions and awaken passion through freedom to try something new. The love of small details, elegance and always a touch of coolness and joie de vivre give our handcrafted creations their special charisma and connect with the personality of the wearer.

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REBEL AT HEART  
BY

*Thomas Sabo*

#rebelatheartbyTS

# THE TRANSFORMATIVE POWER OF TECH-LED INNOVATION

As the new TFWA Digital Village gets set to open tomorrow, it was appropriate that David Rowan, Editor-at-Large of Wired UK, an award-winning technology and trends magazine, addressed the conference. He looked at how advances in digital technology are transforming traveller behaviour.

**An acknowledged expert on the disruptive influence of technology on business and everyday life, David Rowan, Editor-at-Large of Wired UK, explored the duty free & travel retail industry from the viewpoint of a tech start-up, analysing how advances in digital and other technology will transform traveller behaviour.**

"Tech-led innovation is transforming so many aspects of our behaviour that it's clear the duty free industry will not be immune from the next wave of change," he said.

Over the past year, Rowan has travelled the world, taking 120 flights, to identify how travel and emerging technologies are developing. "From artificial intelligence to virtual reality, the world will never move this slowly again. But what does this mean in terms of creating a friction-free retail experience for future

travellers, which optimises revenue and insights for the industry?" he asked. Sharing his learning from the tech start-ups and research labs he visited, Rowan suggested how they would see the opportunities ahead in the travel retail industry. He promised "a lively, if provocative, outside view that may seem easy to dismiss from today's vantage point". "But cast your mind back to 2007, just before Apple launched a new phone, and would you really have believed this device would today be our main way to buy virtual game currencies, control our personal drones and translate our vacation conversations in real time? The future is only just getting started."

The accelerating pace of innovation is certainly impressive. A whole industry of flying cars is being developed; only a few days ago SpaceX CEO Elon Musk unveiled plans for

a spacecraft codenamed BFR designed to allow commercial travel to anywhere on Earth in under an hour; and last year Uber's self-driving truck start-up Otto made its first delivery (a cargo of Budweiser beer in Colorado). Those are just three of the myriad examples Rowan highlighted.

"I flew here via London Stansted Airport," he said. "I was thinking about the gap between obsessive tech entrepreneurs and the retail experience. There are ways of rethinking that experience, and I'm going to look at how tech start-ups would readdress how things work in the travel retail world." Rowan did that by highlighting six strategies he thinks start-ups would adopt in travel retail:

**1. Tap the data:** "Travellers are giving you a lot of information that's going nowhere. Data reshapes the value of a company. We live in a data-led

world. Why shouldn't every retail offer and experience be personalised in real time? There's a start-up called Orbital Insight that takes satellite data plus artificial intelligence to count cars; it worked out that if you count them at shopping malls you get a good leading indicator of how good sales will be in a particular quarter, so that can help companies make a profit."

**2. Watch China:** "Don't just look at Europe. The most aggressive innovation is happening in China, where people are spending like crazy through social apps. One of the technologies growing very quickly in China is facial recognition on a large scale, which is combined with other sources to know more about you. In a retail space, for example, you could use that for mood detection, and track the signals coming out of mobile devices to know where people are going."

**3. Test. Fail. Test again:** "Start-ups would try and experiment and fail, and use that experience to learn. There's a certain mind-set – it's not about coming up with the perfect product. It's about experimenting, changing and disrupting."

**4. Kill friction:** "One certainty is that the winners are the ones who get rid of the friction. I met the co-founder of WhatsApp, Jan Koum. He was obsessed with keeping it simple and making it the easiest way to send a message. People want a friction-free communications experience. There are even companies delivering using robots on the street. We need to collaborate to create a friction-free airport experience. Amazon has a test store that bills customers through an app after they've left."

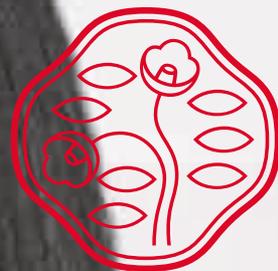
**5. Use game dynamics:** "We are not rational. We touch our mobile phones 2,700 times a day. A new economic thinker like Kim Kardashian released a free mobile app game that earned her US\$43 million in three months. It is post-reality, and you need to give customers an incentive."

**6. Question every rule:** "Start-ups would question what retail is anyway. No-one makes the rules now – retail is changing. And what is currency? Should you be finding ways of accepting new crypto-currencies like Bitcoin? Apple talks of stores not as stores, but as town squares."

"It's only going to get faster from here. Things are not going to slow down. A lot of companies think they have nice revenues coming in at the moment, but you don't realise you've fallen until you start to look down. You can't afford to wait," he concluded.



David Rowan, Editor-at-Large of Wired UK: "Tech-led innovation is transforming so many aspects of our behaviour that it's clear the duty free industry will not be immune from the next wave of change."



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# ANALYSING THE BEHAVIOUR OF NON-SHOPPERS

**The run-up to TFWA World Exhibition & Conference saw the release of a new Global Non-Shopper Study, produced by Counter Intelligence Retail.**

In tomorrow's TFWA Research Workshop, Garry Stasiulevicuis, President, Counter Intelligence Retail (CiR), will explore the reasons for declining footfall and discuss what needs to be done today to meet the needs of tomorrow's travellers and shoppers. CiR completed a comprehensive Non-Shopper Study in 2013, the key findings of which showed that over half of regular

international travellers weren't entering duty free stores. "For 2017, we wanted to understand how these measures have changed," says Stasiulevicuis. "We know that four years on we've seen changes in attitudes towards shopping, a younger traveller now in the airport, and the continued rise of e-commerce and digital activity, which have all had an impact on the fortunes of our industry. So the principal aim of this research is to gain an up-to-date understanding of why travellers are not visiting duty free stores, what the main barriers are today, and how the

reasons have changed in the last four years." To build up a picture of the non-shopper, CiR looked in detail at the key activities that non-shoppers are engaging in instead of shopping. All this insight has been created at a global level, complemented by regional and demographic insights, as well as category level analysis. "To provide a full 360-degree view, we've also investigated the influence of other retail channels on airport duty free stores to understand the impact that this can have on shopper behaviour, as well as looking at what future footfall and purchase drivers might be for this shopper group," Stasiulevicuis explains. The study found that 57% of respondents do not shop in airport duty free stores, a 10% rise in non-shoppers when compared to 2013.



Garry Stasiulevicuis, President, Counter Intelligence Retail, will present the findings of the Global Non-Shopper Study 2017 in tomorrow's TFWA Research Workshop.

international travellers from duty free shopping, such as value perceptions and that shopping in other locations is simply cheaper than the airport," Stasiulevicuis comments. "Encouragingly though, 4 in 5 non-shoppers would consider purchasing duty free items in the future and significant potential therefore exists to drive increased footfall among non-shoppers." The Global Non-Shopper Study 2017 highlights four key areas of focus for driving increased footfall to departures duty free stores in the future: Value, differentiated product offerings, pre-order solutions, and gifting. Delegates will learn more about these findings in tomorrow's workshop.

Non-shoppers are choosing to spend their dwell time looking for food & beverage options, or engaging in digital activities. "The study also reveals there are key areas that prevent

# TFWA RESEARCH WORKSHOP

TFWA is hosting a dedicated research workshop at TFWA World Exhibition & Conference tomorrow from 18:00 to 19:00 in Auditorium K of the Palais des Festivals. Garry Stasiulevicuis, President, Counter Intelligence Retail, and Mike Feely, Vice President, Horizon Consumer Science, will present key findings from two in-depth reports. They gave Ross Falconer a preview of the type of insights delegates can expect to hear in the workshop.

## SIGNIFICANT POTENTIAL TO GROW SALES ON ASIAN CRUISES

**The key message from Mike Feely, Vice President, Horizon Consumer Science, in tomorrow's TFWA Research Workshop will be that there is strong potential to increase duty free sales on Asian cruises.**

He will outline the factors that are hindering Asian cruise spending and what opportunities exist to grow sales. Horizon Consumer Science has produced a report on the fast-growing East Asian cruise retail market on behalf of TFWA.

"Asian cruising is certainly booming," says Feely. "In the past three years, the number of Asian cruise passengers has doubled, and by 2020 Asia will most likely be the number two cruise region in the world, second only to the Caribbean." The overall objective of the research is to provide the travel retail industry with a foundation through which to grow cruise traveller sales in Asia. It was conducted in two stages. The first stage took place earlier this year, and involved Feely and a senior consultant

being onboard two separate Asian cruises. "We soaked up the passenger experience, participated in the activities, observed shopping behaviour, and interviewed passengers and cruise staff," Feely explains. "The report I will be presenting highlights of in the TFWA Research Workshop is based



Mike Feely, Vice President, Horizon Consumer Science, will outline the strong potential to increase duty free sales on Asian cruises in tomorrow's TFWA Research Workshop.

primarily on the data collected in the second stage of this project. In July and August of this year, we surveyed approximately 750 Chinese and Japanese passengers on cruises originating in Tianjin, Shanghai, Shenzhen, and Fukuoka, and visiting a variety of locations in South Korea and Japan." Passengers completed the survey on the last night of the cruise, so they could reflect on the shopping both onboard and in the ports. The survey explored passengers' travel experience, their shopping perceptions and motivations, the purchases they made on the trip, and their interest in retail related onboard programmes. "There is significant potential to increase spending among Asian cruisers," says Feely. "Chinese cruisers are only spending about one-third of what they do when they travel by air, and Japanese cruisers are spending less than half of what they do when

they travel by air. Many of the things that appear to be limiting spending could be addressed by brands or retailers." The research shows there is significant potential to grow sales on Asian cruises and there are opportunities for many TFWA members. "Asian cruises are an environment where TFWA members can engage more deeply with shoppers than usual," Feely comments. "In airports, shoppers are often short on time, but on a cruise brands have three or more days to engage with them." In addition, there appears to be significant unmet demand for children's products and giftable items at accessible prices. "TFWA members offering these types of products could use the data in this report to support efforts to enter the market or increase their onboard offering," Feely concludes.



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# ON-SITE SERVICES

## TFWA LOUNGE

**Location: Level 3**

For TFWA members and buyers with full delegate status only.  
Open during exhibition hours (except on Monday 2 October, from 16:00).

- Dedicated concierge service:  
Reservations for restaurants and trips  
Local tourism information  
Catering for private events  
Car rental, travel service, taxi booking service  
Car hire without chauffeur  
Private jet transport  
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Boat hire  
Travel ticket modifications  
Gift and flower delivery  
Errand running / problem solving
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- International press
- Massage service
- Charging station (another one is also available at the Riviera rest area)
- Meeting area (booking required)

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## WELL-BEING LOUNGE

**Location: Golden Village, Level 1**  
**Open to all delegates**

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A dedicated team will be pleased to assist you with all your secretarial requirements.

- Internet access
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- Photocopy – Computer access
- CD and USB key
- Secretarial assistance
- Telephone card – stamps – stationery
- Meeting room rental

## SHUTTLE SERVICE

A regular shuttle service is available throughout the week from the airport to hotels on arrival and during the exhibition from various pick-up points.

## NEW TFWA GEOLOCATION APP

TFWA is constantly looking for efficient solutions to answer delegates' needs and is pleased therefore to announce the launch of its new app (a geolocation app rather than a full web app), allowing visitors to geolocate themselves on a 3D interactive floor plan, pinpoint their location, be guided along a route and easily find the stand of their choice. For even more effectiveness, delegates can select the exhibitors they are interested in prior to the event and record them in a visit folder to be accessed onsite.

## RECRUITMENT SERVICES

**Location: Level 0**

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TFWA members benefit from a preferential service with BeThe1, a leading international recruitment firm specialised in fashion, beauty, retail and travel retail. With a team of 20 experts based in London, Paris, Shanghai, and Singapore, BeThe1 provides high quality recruitment services to 200 key employers with 15 search briefs per month of middle and senior management positions at brands, operators, distributors, suppliers in departments including retail, sales, buying, digital, merchandising, marketing, procurement, supply and back-office. BeThe1 operates [www.BeThe1.com](http://www.BeThe1.com) and [www.TravelRetailJobs.com](http://www.TravelRetailJobs.com), pooling 160,000 fully registered professionals including 15,000 in duty free & travel retail alone.

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**Location: Level 1**

A wide range of services at the disposal of all registered journalists. An area to relax, conduct interviews and source information relating to the event:

- Interview room, internet area
- Press lounge & bar
- Press racks, press photographs, official press releases & press dossiers, exhibitors' press packs/releases
- Diary of exhibitors' events, ongoing liaison with the TFWA Daily
- Online access to the TFWA Product Showcase

## FREE WIFI SERVICE

TFWA is delighted to offer a free WiFi service inside the Palais des Festivals.

To connect, please use the following network – **PalaisDesFestivals WiFi** – then input the code on your delegate badge.

Technical support is available at a dedicated desk (Viapass) during exhibition hours on Level -1, Red Village.

## INTERACTIVE DIRECTIONAL SCREENS



TFWA in partnership with JCDecaux, our official digital partner, is providing interactive screens to help you find your way around the extensive halls.

## SPECIAL SERVICES DESKS

**Location: Level 1**

- Hotel
- ONE2ONE Meeting Service
- The Scene
- Le Premium Evening

## LUGGAGE SERVICE

**Location: in front of the Palais des Festivals**

Available on arrival at the Palais offering the following:

- A classic service where you leave your luggage securely for the day
- An express service where, on arrival, your luggage is transferred directly to your hotel

On your day of departure you can arrange for your luggage to be transferred to the Palais by calling +33 4 92 99 32 13, where it will be held until you leave. Price of transfer: €5 for first piece of luggage and €1 for additional pieces.

## PHOTO & VIDEO SERVICE

**For exhibitors only – 20% discount for TFWA Members**

Benefit from perfect exposure – the photo and video service is a great opportunity to promote your presence at TFWA World Exhibition & Conference, keep a record of your stand or film interviews of your VIP guests in Cannes. Members are entitled to a 20% special discount on this on-site service during TFWA World Exhibition & Conference.

### Photo contact:

Tel: +33 6 07 13 54 88

Email: [photoserviceonsite@gmail.com](mailto:photoserviceonsite@gmail.com)

### Video contact:

Tel: +33 6 62 82 17 47

Email: [michael@cmaproductv.com](mailto:michael@cmaproductv.com)

## HELICOPTER SERVICE

Azur Hélicoptère, as an official partner of TFWA World Exhibition & Conference, is offering a special discounted rate to all participants:

One-way trip: €160/person

Flights (every 30 minutes) will operate between Nice Airport and the city of Cannes.

Also for your convenience, a complimentary shuttle service will be available in Cannes itself for transfers between the heliport and your final destination downtown (hotel on the Croisette, Palais des Festivals, place of appointment etc).

### For reservations, please contact:

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# A SCENT FROM *VENICE*

The Marriott was the venue of choice yesterday evening for the pre-launch of Venezia Essenza by Mavive, a new dark and gold themed duo perfume brought to us by the Italian fragrance manufacturer 'The Merchant of Venice'. As told by the company CEO Marco Vidal: "The inspiration for this new

line is the essence of Venice. The dark Venice of night, love and secrets, but also the golden Venice which five centuries ago was the richest city in the world." The perfume will be released mid-October in Harrods by the UK distributor Fragrance Factory.

Giulia Pasqualetto, Retail Manager, The Merchant of Venice; Marco Vidal, CEO The Merchant of Venice; Massimo Vidal, Managing Director, Mavive; Lisa Constantini, Brand Manager, The Merchant of Venice; Elizabeth Ross, Sales and Marketing Manager, The Fragrance Factory; Jerry Adler, Director, The Fragrance Factory; Howard Shaughnessy, Managing Director, The Fragrance Factory; Dora Adler, Director, The Fragrance Factory; George Pharand, Chairman, The Fragrance Factory; and Florian Bernolin, Brand Manager, The Fragrance Factory.



# INCC CELEBRATES PASSION

INCC Parfums hosted a cocktail party at the Majestic Hotel last night, where its President Rémy Deslandes stated: "Nothing would have been possible without our wonderful distributors,"

highlighting: "You are here in front of me; retailers – you are here in front of me and without the excellent planning relationships too, it would not have been possible. You are all here

– thank you for coming." Thibaud de Vaulchier, Vice President Sales, INCC Parfums said: "Tonight we are rewarding the people who helped encompass the brand in every field. It is very important to celebrate with the people who have helped us to grow over the past six years. We are very team spirited and we are working with passion. That was what tonight was about."

# LACOSTE TOASTS INDUSTRY

The glitterati of the industry celebrated with the team at Lacoste upon the terrace of the Radisson Blue last night. Jean Louis Delamarre, CEO EMEA & Global Travel Retail, Lacoste said: "Every year we have this gathering. We invite our key customers and the people we

work with all year round. Tonight, you can find professionals from the airport business, operators, and retailers. It is a gathering about Lacoste the brand and what it represents – we have had this party for the past three years and we want to thank everyone for coming."

Stéphanie Lefebvre, Area Manager Travel Retail EMEA, Lacoste; Vincent Allard, Key Account & Travel Retail Manager Asia Pacific, Lacoste; Lucie Juglair, Travel Retail – Inflight and Cruise Manager, Lacoste; Jean Louis Delamarre, CEO EMEA & Global Travel Retail, Lacoste; Erin Lillis, Travel Retail Director Asia Pacific, Lacoste; Frédéric Hyrondelle, Director Travel Retail EMEA, Lacoste; and Océane Négret, Special Projects & PR Events Manager, Lacoste.



# SUPPORT AND LOYALTY

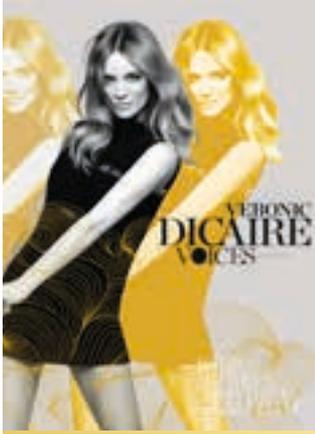
Last night, Furla hosted a celebration among the travel retail elite for its 90th anniversary, thanking clients and friends for their support over the years. Gerry Munday, Global Travel Retail Director, Furla, said: "It is obviously a milestone for us, but it is to say thank you very

much for your support, we couldn't do it without you. The brand is great, but we do need our clients." The evening began with champagne and canapés within a setting laden with a labyrinth of handbags and shoes, amidst connected rooms glamorously adorned with Furla's wares.



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**Thursday 5 October, 20:00,**  
Port Canto

Le Premium Evening always provides a spectacular finale to the week, and this year promises glamour, gastronomic excellence and world-class entertainment. After a sumptuous gala dinner, guests will enjoy music from internationally-renowned performer Veronic DiCaire.

- Dress code: Black tie
- Entrance by invitation only – part of the full delegate package
- A shuttle service will operate from all major hotels

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**Tonight, 19:30,** Majestic Hotel, Salon Croisette

The TFWA Digital Village Opening Cocktail is an early opportunity to meet delegates and exhibitors over drinks and canapés in the relaxed surroundings of a prestigious beachfront hotel before digital business gets underway on Wednesday.

- Dress code: Smart
- Entrance by invitation only. Tickets can be purchased onsite at the Registration Pavilion.

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**Tuesday 3 to Thursday 5 October, 22:00-02:00,** Plage du Palais des Festivals

The Scene is firmly established as the ideal nightspot in which to unwind after a busy day of business. Party on the dancefloor, as some of the best DJs on the Côte d'Azur keep the music coming, or enjoy a drink with friends in a relaxing lounge ambience. The beach location and ocean views will add to the after hours fun.

- Entry tickets compulsory. Tickets can be purchased onsite at The Scene desk (Palais des Festivals, Level 1) or directly at The Scene entrance.



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# JOY OF GIVING

The children's market today covers a very broad range of product types to meet genders, age ranges and individual preferences. Marta Dimitrova looks into the latest trends in the sector to see how traditional toys meet with innovative concepts to create a world of joy for the young travellers.

## CAPTURING THE HEARTS OF CHILDREN

**The children's category is a constant challenge, especially in a market where space in store comes at a premium.**

However, Travel Retail Solutions (TRS) (Red Village H6) has recently presented a range of exciting new licences goods, based on children's favourite film and TV characters, which have resulted in sales over and above expectations. In particular, the new Tangle Teezer and Disney Frozen collaboration have proved very successful. The current Anna and Elsa designs, plus the new Olaf design, launching in time for Christmas, capture the hearts of children worldwide and encourages youngsters to brush their hair all by themselves as the brushes magically glide through tangles.



"Our brands are always creating and moving forward with their product ranges. TRS also evolves as a business and we know our flexibility is a key asset to the company and the brands and retailers we work with," comments Bright.



Abi Bright, Director, Travel Retail Solutions: "Our brands are always creating and moving forward with their product ranges. TRS also evolves as a business and we know our flexibility is a key asset to the company and the brands and retailers we work with."

## FAST-MOVING, IMPULSE PURCHASE PRODUCTS



David Lomas, Managing Director, Design Go Ltd: "Rather than toys or confectionary goods, our range offers accessories that make journeys easier and less stressful, helping both parent and child."

**Knowledge gained from almost 40 years in the industry, coupled with first-hand experience of the stresses of family travel gives**

**Design Go (Yellow Village B24) a distinct advantage to design products that are truly beneficial to families on the move.**

"Our heritage is centred in the creation of innovative travel goods," comments David Lomas, Managing Director, Design Go Ltd. "At the same time, many of us are parents too. Rather than toys or confectionary goods, our range offers accessories that make journeys easier and less stressful, helping both parent and child."

Design Go believes that from a retailer's perspective, the products stand out as a unique, useful and coordinated collection. However, more than just a collection, it's a concept, providing a tailored range of kids' accessories that slot neatly next to the Go Travel standard range and sits together on its easy to navigate displays. As a concept, Go Travel takes the complexity out of accessory ranging for the travel retail buyer, offering a relevant mix of fast-moving, impulse purchase products that draw the consumer instore. The Go Travel Kids range includes children's travel essentials such as pillows and nightlights. The biggest success story so far for Go Travel Kids has been the dual-purpose products. Practical for parents, they also offer a comforting companion for kids.

## ATTRACTIVE GIFTS WITH ADDED VALUE

**Air Val's (Green Village M72) main target audience is the traveller who is looking for an attractive gift for kids and young adults. It is also the impulse byer and the guilty-purchase buyer and last but not least the children travelling with their parents during holidays.**

"The trend was and will remain gifting – either to entertain a child travelling with an adult or to delight a

child on arrival," comments Lutz Natonek, Managing Director, Travel Retail Experts. Air Val recognise the importance of adding value to the product. For instance, in terms of Air Val's kids perfume offering, this could be the packaging that could be used afterwards, while every purchase of the plush toys contributes to WWF to support their environmental projects. "We are also trying to follow the latest trends



Lutz Natonek, Managing Director, Travel Retail Experts: "We have to be creative in terms of packaging and maintain the gift character of our sets. And we have to keep up with trends – the latest film, the coolest video games, the hottest DVDs."

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– Frozen, Minions, Star Wars – and have those kids perfume products on shelf, once the movie is released,” Natonek adds. Air Val looks carefully at the market and tries to identify products with potential for travel retail and to market them in this channel. One of the company’s biggest success stories in recent times is the Frozen Perfume – a range of travel retail exclusive products. Air Val’s products live on the uniqueness and the fact they are not available on the local market. During TFWA World Exhibition & Conference, the company will showcase perfume products for Spiderman, Minions, Frozen and Emoji. Air Val has expanded its WWF line and on display at Cannes will be the new 3D Plush Backpacks.

## MODERNISING VINTAGE BOARD GAMES

**For Dandy Nomad (Red Village L17) travel is about disconnecting with our electronic devices in order to reconnect with the surrounding world and share unforgettable moments with the people we are travelling with or the ones we are meeting during your journey.**

“We believe that making people sit around a table and play board games is an innovative concept in a world where everything is more and more connected and people spend less and less time just enjoying a simple moment together,” says Emmanuelle Coppinger, CEO/founder, Dandy Nomad.

Travel is about emotion, sharing and enjoying, therefore Dandy Nomad has recently added travel games to its range of products with the objective of making every young nomad’s journey as entertaining and unforgettable as it should be. The brand targets everybody who feels like a kid – from six to 99+ years old. Dandy Nomad meets both kid’s needs by proposing two games in one, as well as parent’s needs as its games are fun but also educational by teaching kids various things about different countries around the world. Coppinger explains: “We differentiate from other



Dandy Nomad meets both kid’s needs by proposing two games in one, as well as parent’s needs as its games are fun but also educational by teaching kids various things about different countries around the world.

brands in the way we have decided to modernise vintage games and bring a travel dimension to the games in order for them to be entertaining and

educational at the same time, just like travels are for kids.” The brand will be exhibiting at TFWA World Exhibition & Conference

for the first time this year, where it will unveil its three latest travel accessories both designed to accompany all great travellers.



Galleria Vittorio Emanuele, Milano



RIVIERA VILLAGE – STAND RA7

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# FROM COLOURING TREND TO CREATIVE LIFESTYLE

**Staedtler (Green Village L39) has a wide product range to address a lot of different target groups within the children's sector. Apart from the drawing and colouring products, the moulding and tinkering items complete the product range.**

Unicorns, rainbows or fire trucks: no other activity offers children as much creative opportunity as drawing. Whether in school, playroom, or on the plane the Staedtler drawing and colouring pencils are the perfect partner for each child. Staedtler's pencils and colouring pencils are made of wood from certified, sustainably managed forests. FIMO kids is the famous modelling clay by

Staedtler, especially designed for children. Making their own toy stimulates children to let their creativity run free. However, there is more to FIMO kids than just kneading. With the oven-hardened modelling clay, children can discover the world imaginatively, while training their motor skills by using their hands to model their own favourite toys. The colourful modelling clay is easy to knead thanks to its soft texture, and it encourages the imagination and creativity of children thanks to its varied design possibilities. "Nowadays speed and efficiency define our life," says Claudia Hecker, International Sales Manager Fine Writing Instruments, Staedtler.

"It is important for children and adults to relax and be creative again. Our aim is to establish a new lifestyle category that covers all aspects of the popular adult colouring trend."



Claudia Hecker, International Sales Manager Fine Writing Instruments, Staedtler: "Nowadays speed and efficiency define our life. It is important for children and adults to relax and be creative again."

## HIGH-QUALITY SUSTAINABLE MATERIALS

**"We clearly see the trend that the consumer is more and more health-conscious and looking for sustainable and quality products," says Patricia Sabando, Director International Sales.**

This is exactly where New Flag (Blue Village H7) steps in with its innovative products, designs and formulas. Following the success of its brand invisibobble – the revolutionary spiral-shaped

hair ring – New Flag has designed the invisibobble KIDS by focussing on fun product colours and packaging designs for children, such as the Princess Sparkle, the hair ring which sparkles in your hair, and Magic Rainbow – the hair ring with rainbow colours. The size of the hair ring is perfectly designed for children, it is easy to remove and it is made of high-quality material that is hair-caring, hygienic and easy to clean due to its smooth surface. invisibobble KIDS targets all children with long hair and their mums that are looking for a hair caring and 'no ouch' hair accessory that their children will enjoy wearing. "For every new product development, we will always be considering special exclusives for the travel retail market. We scout trends worldwide and therefore our products always will reflect the needs of the global customer and enhance sales due to innovation," concludes Sabando.

invisibobble KIDS targets all children with long hair and their mums that are looking for a hair caring and 'no ouch' hair accessory that their children will enjoy wearing.



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YELLOW B19

## TOYS FOR ALL AGES

Whatever the latest trends in the toy sector may be, there always remains a demand for plush – which appeals to children (and adults) of all ages and genders. Aurora World (Green Village K67) is a plush toy specialist, recognised globally for its high quality, soft, huggable toy designs.

“The great joy of plush is that it has very, very wide appeal – parents for children/grandchildren, to young adults, adults buying for other adults or themselves,” explains Garry Stoner, Global Travel Retail Director, Aurora World. “The key is to offer a range with the widest possible appeal, well merchandised and positioned in store.”

Aurora World offers a comprehensive collection of delightful products that suit the everyday purchase, as well as selections designed specifically to maximise sales at key times of the year, such as Christmas, Valentine’s Day, Easter, Mother’s Day and many more.

Aurora World is best known for its character brand YooHoo & Friends, and it is also strong in licenced characters, including The Gruffalo, Peanuts, Garfield, and now the Japanese lifestyle

brand, tokidoki. “In terms of what customers are looking for in travel retail, souvenir items are always very popular and this is an area where we can be very flexible with our personalisation programme, where we can personalise products from every range to any given country.” Last year, the brand partnered with P&O Ferries to bring a second YooHoo pop-up shop on board the Pride of Canterbury Dover-Calais vessel. Guests on-board the ferry were able to meet a life-sized YooHoo character who toured the various eating and seating areas, creating excellent photo opportunities and a chance to promote the instore pop-up shop. If merchandised and promoted properly, plush can play an important role in increasing spend per basket. “We want to build on the opportunities available to us by working closely with retailers to create a compelling offer for their customers, with bespoke products and destination concepts created to enable outlets to offer unique ranges. The Aurora range certainly has both breadth of design and price point to offer choice,” concludes Stoner.



Garry Stoner, Global Travel Retail Director, Aurora World: “The key is to offer a range with the widest possible appeal, well merchandised and positioned in store.”

## CUDDLY FRIENDS FOR SAFE TRAVELS



Ken Wakatsuki, Area Sales Manager, Asia-Pacific, Middle East, Steiff: “We are an interesting brand for the market, since there is a need for high-quality plush toys even in the ever-changing nature of the travel retail market.”

Steiff’s (Mediterranean Village N17) heritage of over 137 years and also the high quality of its toys makes it special in the plush toy sector. Being the inventor of the Teddy Bear in 1902 by Richard Steiff, makes the brand truly unique.

Steiff’s main target market are children looking for a companion to travel with around the world. Ken Wakatsuki, Area Sales Manager, Asia-Pacific, Middle East, Steiff explains: “We try to offer parents and children the highest quality and safety standards for plush toys, since this is not always the case in this competitive plush toy sector.”

Apart from offering high-quality toys, Steiff is also approaching the travel retail with exclusive

items, which match the needs of travellers.

For instance, Steiff’s exclusive travel retail item, ‘Dog in a suitcase’ is extremely successful, since the child can use it both for carrying the plush toy, but also for its personal belongings.

In Cannes this year, Steiff will present its ‘Soft Cuddly Friends’ line. “Our new line will be interesting to duty free shops at airports, since these articles are not only soft and cuddly, but also different in design compared to the traditional Steiff articles,” Wakatsuki comments.

“We are an interesting brand for the market, since there is a need for high-quality plush toys even in the ever-changing nature of the travel retail market.”

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**LINKS**  
  
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# TRADITIONAL PLAY MEETS 21<sup>ST</sup> CENTURY TECHNOLOGY

Today, most kids travel with their own tablet or smart device. Premier Portfolio (Green Village M44) with its innovative Mardles Augmented Reality stickers provide an opportunity for children to enjoy the physical play value of stickers but add a technology twist.

"We combine physical traditional play with 21st century technology," enthuses Garry Maxwell, Sales & Purchasing Director, Premier Portfolio. "We create innovative products that are fun for kids and safe for parents." The Mardles Augmented Reality stickers and play scene combination pack includes three different sets

of stickers that come to life plus a double-sided play scene. Kids can bring their own stickers to life simply by pointing their free app at the character on the sticker. The sticker comes to life in 3D on their screen with unique animation and sound effects. Users can control the characters with arrows and keep memories and selfies with the on-screen icons. "We're encouraging children to be creative by sticking our stickers onto play scenes and create imaginative stories." From the Fun Plane, developed 18 years ago, to the Engino Inventor set, Premier Portfolio always leads the way in innovation and product development.



Garry Maxwell, Sales & Purchasing Director, Premier Portfolio: "We're encouraging children to be creative by sticking our stickers onto play scenes and create imaginative stories."

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**From humble beginnings, Dubai Duty Free has grown exponentially to become the biggest single airport retail operation in the world. The outlook remains overwhelmingly positive for the operator, with 2017 sales up 3% in the first eight months of the year. Annual sales are forecast to reach US\$1.9 billion, compared with US\$1.85 billion in 2016.**

# AL MAKTOUM INTERNATIONAL 'THE NEXT BIG GROWTH AREA' FOR DUBAI DUTY FREE

Following the opening of Concourse D and the retail area between Concourse C and B at Dubai International Airport, Dubai Duty Free is completely renovating its retail offer in Concourse C, at both apron and departures level, between now and the summer of 2018. "Although there will not be significant addition to total space in this concourse, the improvements will result in a greater presence of the retail offer in the departures level distributed across the different gates and transfer points," explains Colm McLoughlin, Executive Vice Chairman & CEO, Dubai Duty Free. "It is going to be a great new setting and exciting offer for Emirates passengers using this concourse." Meanwhile, retail developments in 2017 include adding about 2,000sqm of retail space in the Passenger Terminal Building at Al Maktoum International Airport, work which is expected to be completed in December. A number of shops will be expanded, including: Fashion, Gifts from Dubai, Pharmacy, Beauty, and Food, along with Liquor & Tobacco. A second Arrivals shop is also part of the plan, as well as two new landside shops to cater to the increased demands expected after the expansion is complete.

It is an exciting time for Dubai Duty Free. Sales in the first eight months of 2017 are up 3%, the Concourse C retail offer at Dubai International Airport is being renovated, and 2,000sqm of retail space is being added in the Passenger Terminal Building at Al Maktoum International Airport. Colm McLoughlin, Executive Vice Chairman & CEO, Dubai Duty Free, outlines developments to Ross Falconer.

"We see Al Maktoum International as the next big growth area and one that is slightly longer term for Dubai Duty Free," says McLoughlin. "We currently have 2,500sqm of retail space at Al Maktoum International; by the end of 2017 that will be 4,000sqm and if you go forward to 2023 or so there will be a new terminal building at Al Maktoum International, two new concourses, a six-track rail system underground for passenger movements, three runways

in operation, and the capacity of the airport will have risen to 135 million. Dubai Duty Free will have 80,000sqm of retail space." Dubai Duty Free has also been upgrading its back office systems, with a major upgrade of its Oracle Retail Systems to Release 16 of Oracle Retail Applications. "We are pleased to be the first Oracle Retail customer for this upgrade, which started in October 2016 and was successfully completed in July 2017,"



Colm McLoughlin, Executive Vice Chairman & CEO, Dubai Duty Free, was honoured with the CEO Middle East 'Lifetime Achievement' Award for his 34 years of service to Dubai Duty Free.

McLoughlin comments. "In less than eight months, Dubai Duty Free completed its upgrade of Oracle Retail Merchandising System, Price Management, Invoice Match, Sales Audit, Warehouse Management, Store Inventory Management and Retail Insights from Release 12 to Release 16. The upgrade project also included interfaces to e-commerce, the point-of-sale system, warehouse automation and the Oracle E-business suite." The new technology allows click and collect with accurate inventory visibility, and best-in-class processes with Oracle Commerce and Oracle Retail. "Also, an expansion of our warehouse automated system is currently ongoing," McLoughlin adds. "The expansion will achieve an additional storage capacity of over 25% for the Perfumes & Cosmetics category by the early part of next year." Dubai Duty Free is, of course, also renowned for its sports sponsorships, giving both the operator itself and Dubai the kind of exposure that will continue to keep it on the map and in turn attract travellers. "We own the Dubai Duty Free Tennis Championship and have

been running it for 25 years. The media value to Dubai of that event, according to this year's numbers of the ATP and WTA and the television coverage in Dubai, is worth US\$920 million," says McLoughlin. Dubai Duty Free continues to support racing overseas. It sponsored race meetings in Newbury in April with the Dubai Duty Free Stakes, which was attended by Her Majesty The Queen. In July the operation returned to The Curragh Racecourse in Ireland for the 10th running of the Dubai Duty Free Irish Derby, while in August it returned to Ascot for the Dubai Duty Free Shergar Cup. Following the success of the Dubai Duty Free Irish Open held at The K Club, Co. Kildare in May 2016, DDF returned as part of the three-year agreement as title sponsor for the 2017 tournament. "From the duty free point of view, our annual Dubai Duty Free Golf World Cup celebrates its 25th anniversary this year (22-23 November), and we are looking forward to having a great response from the industry once again," McLoughlin concludes.



Gold and Precious Stones take centre stage in this Dubai Duty Free store in Concourse D at Dubai International Airport, which opened in February.

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## TIMELESS ELEGANCE

Pierre Precieuse Parfums – the Diamond Collection celebrates the timeless elegance and simplicity of ancient times and brings alive the romanticism and the mystical spirit prevalent in those times. Bringing alive a series of carefully crafted fragrances, the diamond collection is a tribute to the centuries old tradition

of perfumery across the globe, blending only the most unique and captivating fragrances. The collection – Pure Diamond, Black Diamond and White Diamond launched in June 2017, and by the end of the year the limited edition numbered collection Red Diamond and Blue Diamond (3,000 bottles of each) will be launched.



A limited edition pure crystal flacon housed in an elegant wooden box is also being showcased in Cannes. This

numbered limited edition of only 999 bottles will be produced and sold worldwide with a retail tag of US\$999 per bottle. The limited

edition Crystal Flacon is on display at Beauty Contact's stand **Yellow Village F58**



## WALKING RETRO

Bally is bringing back the heritage of its brand, including details within its archives, to next year's footwear collection. "In the SS18 Collection we have a few hero products. We have the retro sneakers for both men and women," said Romina Cortegiani, Global Wholesale Trade Marketing Senior Manager, Bally. They are made in four different styles and come from our archives from the 1970s and 1980s. In fact, they are exact replicas of ones that were

produced at the time. "Season by season, we are finding new ways to keep the shoes super cool, playing with the buckles and the colour combinations. They are selling extremely well and they are extremely comfortable, so we have tried to develop the style, but always with some iconic details," said Cortegiani. "Bally is always keeping an eye on the archives and thinking of the heritage of the brand."

**Riviera Village RC6**

## WELCOMING DIVERSITY

Visitors to the black Up stand can experience an impressive range of new high-quality lipstick shades and eye shadow colour palettes. The newly-launched 12 Eyeshadow Palettes come in three shades, Smoky, Nude and Flashy, and have been specially selected to stand out

on coloured skin. Another launch is the No Transfer lipsticks both in gloss and matte. "After extensive research, we managed to create a product that has no compromise between colour, comfort and long-wear of the lipstick," enthuses Lionel Durand, CEO of black Up

Cosmetics. "In terms of innovation, this is a product that has never been done before." black Up is already performing strongly in local markets, and Durand explains that the company is excited to attract more partnerships in travel retail during TFWA World Exhibition & Conference. "Come and see us at our stand, discover the brand and welcome diversity, because diversity is the future!" he said.

**Green Village J40**



## DREAM-LIKE COMFORT

Diesel has brought its denim mastery back to TFWA World Exhibition & Conference. The brand's focus on the travel retail industry sees constant growth. Diesel is presenting the new FW17 collection with a strong focus on the iconic JoggJeans: Diesel's revolutionary denim, soft and comfortable as a pair of sweatpants

that provides dream-like comfort in all the circumstances. The offer in the JoggJeans category renews season after season: new fits and washes for the denim, while innovative materials and unique fabrications make this proposal unique in the market. Diesel is also launching a new partnership with Formia, one of

the leading companies in producing and providing inflight amenity kits, highlighting how the brand aims to give a 360-degree Diesel experience and wellness during your journey.

In the FW17 collection, apparel incorporates the raw energy of 90s alternative rock. Styled in a mismatched way, plastic raincoats are worn with silky dresses, while stripes and checks are clashed with polka dots and flower prints.

**Bay Village Bay Terrace 3**

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**ORLEBAR BROWN**

# DARING COLLECTION

For its 65th anniversary, Italian luxury luggage company Bric's has launched, ahead of Christmas, a daring Spring-Summer 2018 collection featuring pink colours and Mustang leather-like fabric. "These new colours are designed to match our existing product range," explains Bric's Communication & PR Manager

Luisa Puggioni. Based at the very centre of Milan, at a stone's throw from the world's most prestigious brands, Bric's headquarters has received last year visitors from 125 nationalities. With the US, Italy, Germany, UK and Korea topping the list of domestic market sales, Bric's now intends to reinforce its already

well-established presence in the travel retail business. As a part of this endeavour, the luggage brand has recently closed a deal with Qatar Airways, which now gifts its first and business class passengers with amenity bags they produce.

**Riviera Village RA7**



# CLASSIC EXPERIENCE

"We presented the concept here last year, and now, we have delivered," says Matthew Hodges, General Manager Global Travel Retail, at the Premium Belgian chocolatier Godiva. The results are shown here at TFWA World Exhibition & Conference, where Godiva's stand is a reproduction of its new café design, mixing Belgian

heritage and modernity. With a strong presence in the US, China, Europe and Japan, Godiva aims to reinforce its brand building in travel retail, which currently represents 10% of its overall sales. TFWA World Exhibition & Conference is also an opportunity to show the breadth of the product range. Beyond chocolate, Hodges

explains, the Belgian company also offers ice cream and coffee in its newly-launched cafés. And as far as the core business goes, the new Gold Gift and Gold Discovery ranges are up there with what the most demanding chocolate gourmets can expect.

**Yellow Village F33**

# GINSPIRATION ON SHOW

Butlers has unveiled a brand new collaboration with Ireland's Shed Distiller - Drumshanbo Gunpowder Irish Gin flavoured chocolates, displayed - and tasted - for the first time by TFWA World Exhibition & Conference visitors this week. "It's a great fusion of two Irish brands," said Aisling Walsh, Marketing Director, Butlers. "We've made them in milk

chocolate, which carries the flavour of the gin really well." The range, which includes truffles and bars, is rolling out into Dublin Airport for the run up to Christmas. "For a long time we've made alcohol flavoured confectionery, and this is a natural extension," said Walsh. The brand has also launched a new chocolate pack especially for airlines, designed "like

a make-up holder", according to Walsh, adding that it would "take the needs of airlines into account", as well as a third, larger pack for its Platinum Collection. Meanwhile, expansion could be on the cards for Butlers with potential new locations over the coming year.

**Green Village L56**



# BON VOYAGE!

TUMI is at TFWA World Exhibition & Conference this year with a brand-new stand made to look like one of its flagship stores. The visuals at the stand emphasise both men's and women's collections, as TUMI is now focused on expanding its women's range. "We want TUMI to be equally both a women's and men's brand in the future," explained Damien Mignot,

General Manager, TUMI Europe. "Currently our men's range accounts for the larger part of our sales, but we want to bring our women's range to at least 30% of the sales in the next 18 months." The new Voyager women's offering from Tumi takes shape with a mix of bold prints and accents of colour. "We believe there is a strong demand for functional bags, however

there is not enough offering for the travelling woman." The new Leather Voyager collection undoubtedly fills this gap. Moreover, following TUMI's merge with Samsonite, the brand has revealed its first lightweight technology suitcase.

**Riviera Village RG14**

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## TRINKETS THAT TRAVEL

Kurate International is previewing its new freestanding display units at TFWA World Exhibition & Conference this year, venturing beyond its domestic market and inflight to make its products available to airports and ferries. "We have always primarily

been inflight with the brand and have only worked with airlines, but now we feel we are really ready to explore new avenues and we have already started the conversation with some ferry lines and have appointments to see people this week," said

Claire O'Donnell, Global Travel Retail Manager, Kurate International. "We had to create this FSDU unit and we have made it look very different from others out there. Ours is really feminine. Lots of things tend to be black and white and we are offering a jewellery brand and a watch brand, and so the unit gives us an advantage with watches and jewellery on each side."

**Green Village H44**

## GOLDEN PARTNERSHIP

Launching this year is the collaborative partnership between chocolatier Lindt with Italian sparkling wine company Bottega, taking advantage of both brands' iconic gold style and giftability. "It started here in Cannes last year during the Frontier Awards," explained Peter J. Zehnder, Head of Global

Duty Free & International Distributors, Lindt & Sprungli. "Some people from Lindt were sitting on the same table as Sandro at Bottega and started a discussion. We began with a test in Dubai Duty Free and learnt some things. We have now developed our partnership further and we are very happy to announce it today."

Zehnder added: "I think both of us are maybe not the biggest suppliers in the industry, but we are both very dynamic and fast growing suppliers and you have Bottega Gold and our Swiss Masterpiece range, and these fit perfectly well together for precious moments."

**Blue Village A11**



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## TIMELESS PRODUCTS

"3,651 perfumes have been created only last year, that is 10 each day!" states Dario Belletti, President, Sirpea. "Therefore, we want to create something that will last through the years and the only way to create something different is to have a strong image and brand awareness." This year Sirpea has come to TFWA World Exhibition

& Conference to represent two timeless products – Masterpiece and Ars Mirabile. Masterpiece has asked the world's best perfumers to create the best perfume of their lives. "What makes Masterpiece stand out from other perfumes in the market is that the product speaks for itself," explains Belletti. By scanning a barcode

on the packaging of the perfume with a smart phone or tablet, the customer is directed straight to a YouTube video, where a famous Italian actor explains more about each of the six perfumes in the Masterpiece range. Inspired by Her Royal Majesty, Catherina de'Medici, Ars Mirabile perfume is also on display at Sirpea's stand and it takes visitors on a trip back in time.

**Green Village H46**



# M

## MASTERPIECE

L'ÉLITE  
DES PARFUMS



H46 GREEN VILLAGE

# THE WHOLE PACKAGE

Eden Park has set its sights on consolidation in European travel retail, following strong sales in the Middle East and Africa. The brand is keen to work with retailers to ramp up its in-store merchandising, having designed a full range of pop-up furniture and PoS materials that “express the French

flair and legacy” of its collection, according to its Director of International Development Thomas Cербeland. “We want to meet all the key people in Europe and have the opportunity to show them the collection and explain the story of the brand,” he said. “What is important for us is that

we offer a pack that is not just about the product. This collection has been specially adapted to duty free – it’s fashion, clothes, accessories and furniture, and we are working hard to help the operator distribute in the right way.”

**Blue Village E4**



# TASTE OF LONDON

Luxury spirits distributor World of Patria International has unveiled a new range of quality tipples with an eye to tapping the alcohol sector’s latest trends. Its biggest is Pink Pepper gin, which has already made a name for itself in the thriving UK spirits sector with listings in the likes of Selfridges and Harvey Nichols. “The gin boom in the UK has

been huge and this is right up there with it,” said Sally Curson, International Account Manager, World of Patria International. The gin’s creator, Ian Spink of Audemus Spirits, will be on hand throughout the week, mixing up G&Ts for guests to try at the stand. Other exclusive launches from World of Patria International include Konik’s Vodka, Republic Whisky,

Lionheart Premium Ale and Regal Rogue Vermouth, whose range includes four variants – Bold Red, Lively White, Wild Rose, and Daring Dry. “I think vermouth truly is going to be a big international trend,” said Curson. “And this happens to go very well with the Konik’s Vodka.”

**Blue Village G13**

# UP IN SMOKE

Agio Cigars has unveiled new, travel retail exclusive four-packs and gift boxes of handmade Balmoral Añejo XO cigars, designed to catch the eye of travelers who are increasingly buying smaller – but more premium – packs of cigars. “They already retail in domestic markets, but travel retail operators inform us

that boxes of 20 are too much nowadays, so we have developed these as perfect gift boxes,” said Gertrude Stormink, Global Travel Retail Manager, Agio Cigars. “It’s about convenience and getting a better price out of pocket. People are looking for big brands, but not big boxes.” Indeed, the Balmoral brand

will be a key focus for Agio Cigars over the coming year. “We’ve developed very well on the gondola and I think it’s time to start developing into the humidor,” she added. “I think there is definitely room for new brands, especially high-quality ones like Balmoral.”

**Yellow Village H49**



# CONTINENTAL PROMISE

Having launched new shell packs of its super premium cigarette brand Corset at TFWA Asia Pacific Exhibition & Conference to a “fantastic reception” in May, KT International is hoping for a similar response from European and global visitors in Cannes. The omens are good for the continent: “We’ve had exceptional growth in Europe even though tobacco

as a category is under exceptional pressure,” said Stuart Buchanan, Global Marketing, Strategy & Planning Director, KT International. “But we’re looking at 60% to 70% compound growth annually based on one very simple philosophy: premium quality, premium cues, premium products, but at an accessible price point.” The company will also be

showing off changes to its other premium brand, Falcon, for which it has built in new filtration technology, which Buchanan said “allows the smoking experience to bring through a bit more taste, a little more amplitude and a bit more rounded taste.”

**Marine Village S14**

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## STYLE AND SUBSTANCE

Camicissima is touting its non-iron shirts as perfect for travel retail. "They are 100% cotton, you don't need to use an iron and they are perfect for travellers because they can put it in their baggage, pull it out and it looks perfect, meaning they can go straight to a

meeting or to an office," explained the brand's CEO Fabio Candido, looking out from the upper deck of the brand's boat, Lady Soul, over the Harbour Village. He's hoping to ramp up the brand's visibility, with an eye to opening new stores in airports across

the globe – building on the 131 it already operates. "South East Asian markets for us are really important," he added. "They really love Italian products."

**Harbour Village  
Lady Soul**



## STAND-OUT STONES

Coeur de Lion is showcasing its upcoming Autumn/Winter range, which contains a whopping 100 new sets of jewellery (each set includes a necklace, earrings and a bracelet) – that's a total of 300 new individual products. Managing Director Nils Eckrodt has set his sights on landing Coeur de Lion lines in more airports

and cruises, as well as boosting its presence with inflight retailers. "It's a great, democratic, luxury range," he said. "People really like its 'precious' look – it's still designer jewellery, but with a lot of precious stones. Our colour combinations strike the eye straight away, so you can easily identify a piece of

Coeur de Lion jewellery." The brand's flagship geo-cube lines have been particularly successful in travel retail, he added, some of which are currently being revived with fresh colours. "All sectors are growing for us, and we're targeting them all."

**Green Village  
M50**

## TRAVEL RETAIL EXCLUSIVES

Air-Val International is extending its range of travel retail exclusive perfumes for kids, bringing in a spate of new Spiderman, Disney Princess and Emoji-themed offerings. "Our customers want to have something that's not available in domestic markets," said Bárbara Zarco, Account Executive. "They

don't want to duplicate." The company, which produces kids' fragrances for a number of top movie franchises – including Star Wars – regularly refreshes its lines, and is set on delivering added value to customers. "Fragrance is attractive to kids, but sometimes on its own is not enough, so it's all about added value," she said. "You are getting a lot of

things but just paying for one," Zarco added, highlighting a recently unveiled Spiderman perfume, which comes with a key ring and yoyo. "We always try to play with packaging that customers can keep using when the fragrance is finished."

**Green Village  
M72**



## GADGETS GALORE

Capi Global is constantly updating its portfolio to make headway in a vibrant category. As such, Managing Director Peter Wiggers believes he's on to a winner with the company's new gadget tables, which have been rolled out into its stores. "It's a new category that we have developed, and it hits many different price points – from £10

to £1,000," he said. "Now we're seeing a lot of growth in gifted gadgets, especially when displayed like this – it's about capturing that impulse buy." Highlights include a stunningly affordable £10 drone – as well as a pricier \$600 one – which is being demonstrated at the Capi Global stand. "What we're seeing is that,

in the old days, electronics used to be all about boy's toys," said Wiggers. "Whereas now there is a 50/50 split between male and female consumers. We make sure to build our stores like fashion stores, with high walls and no gondolas. Inspiration is key."

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G31**

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# CHOCOLATE COUTURE

Premium chocolatier Neuhaus is showcasing a collaboration with Belgian haute couture house Natan, which includes several layers to build anticipation for the final unveiled chocolates. Tim Kamanayo, Marketing Director, Neuhaus, explained: "Natan is famous for dressing queens all over Europe" and revealed that "the head designer is a big

fan of Neuhaus." Kamanayo added: "We have worked together before and made a chocolate dress for them. Out of that idea came the idea for them to design a box. They wanted as many layers as possible between the gift and the chocolate, so we have the bag, then the silk paper, then the box – an exclusive travel retail version. Then you have a note from Natan about why

they are doing the collaboration and then another silk paper with a seal, and then finally you get to the chocolates." Neuhaus is also previewing its impulse-buy chocolates, as well as new selections for holiday occasions, such as Christmas and Easter, as well as a new bonbon collection.

**Yellow Village AA11**



# JET SET NUXE

Nuxe has introduced a range of new travel retail exclusive kits, making its products both relevant and available for consumers who are on-the-go or looking for gifts for loved ones. "We are the bridge between natural cosmetic brands, luxury cosmetic brands and scientific

cosmetic brands, and now we have brand new travel retail exclusivity," said Cecile Gicquel, Marketing Travel Retail, Groupe Nuxe. "We have four brand new kits and these are now part of the 'Travel with Nuxe' franchise. With these kits, we are looking at triggering people's interest to collect all of

them. There is the 'best of' collection with all of the popular products and the anti-jetlag collection. There is a kit for every day and the items are full retail size and the others are for gifting. We are trying to add value to the offer."

**Green Village J36**

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## TASTE OF HISTORY

Brown Forman used the opening day of the show to launch a new Jack Daniel's whiskey, which celebrates the history of the Tennessee distiller. The Bottled in Bond expression was unveiled by Master Taster, Lynne Tolley, who is the great, great niece of Jack Daniel. "This is a recreation of the whiskey Jack Daniel was making in the 1890s when

the Bottled in Bond act came into force," she said. The act was introduced by the US Government in 1897 to guarantee the quality of distilled beverages. To be labelled Bottled in Bond, whiskey had to be the product of one season and be made by one distiller; it also had to be aged in a bonded warehouse for at least

four years and be bottled at 100% proof. "Bartenders are going to love this because it's got so much flavour," said Tolley. "It will be great in cocktails." The product is the first Jack Daniel's travel retail exclusive from the core line.

**Beach Village  
Beach 03**



## STYLE AND SUBSTANCE



Exhibiting for the first time in Cannes, Dandy Nomad believes it has a unique proposition for travel retail: accessories that offer both style and substance. "Our purpose is to design travel accessories that are good looking, as well as practical," said Emmanuelle Coppinger, founder, Dandy Nomad. Dandy Nomad has come to Cannes with new products that include a paper watch and a tote bag that can be quickly transformed into a backpack. Coppinger claims the watch is ideal for people travelling in regions where crime is an issue, while the latter is a useful everyday item. All Dandy Nomad products use eye-catching French patterns that are inspired by designs from all five continents. "People are curious because they haven't seen something like this," said Coppinger.

**Red Village  
L17**

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# TFWA DIGITAL VILLAGE

The TFWA Digital Village officially opens with a special ribbon cutting at 09:00 tomorrow at the entrance of Gare Maritime. Here, we preview three of the participating exhibitors. Our focus on the TFWA Digital Village will continue in subsequent issues of the Daily.

## TFWA DIGITAL VILLAGE EXHIBITORS

ACDL (Au Coeur du Luxe) - Hong Kong	Stand DB12	iCoupon - UK	Stand DA10
Adactive - France	Stand DC1	Ignis - UK	Stand DB6
Aircommerce - Netherlands	Stand DA18	INFLIGHT MEDIA DIGITAL (IMM) - France	Stand DA6
Airfree - France	Stand DA15	INOVRETAIL - Portugal	Stand DD1
AIROTA - UK	Stand DB13	JCECAUX - France	Stand DB15
ALBATROSS CY - France	Stand DA13	MyDutyFree - Ukraine	Stand DA9
ALDEBARANDE - France	Stand DA11	OLLDU - Korea	Stand DB11
AOE GmbH - Germany	Stand DA2	Part&Ma - France	Stand DB7
Concourse Display Management - UK	Stand DC4	PERFUMIST - Thailand	Stand DB10
DEPACK INTERACTIVE - France	Stand DB2	PLANET INTUS - Switzerland	Stand DA8
DutyBuddy - Ireland	Stand DB9	SAMPLING INNOVATIONS - Europe - Spain	Stand DD2
DutyFreeList - India	Stand DB8	SKYdeals.shop - France	Stand DB1
ETHOS FARM - UK	Stand DA12	The Design Solution - UK	Stand DA5
FLIO - UK	Stand DA7	The Samurais Technologies powered by Evrbit - Austria	Stand DC6
FUTURE TRAVEL BY SAMSONITE - Belgium	Stand DA1	Thin Film Electronics - USA	Stand DD3
GLOBAL SMILING - Germany	Stand DB3	UPSILON GROUP - France	Stand DC2
HOLOVIS - UK	Stand DA16		

## AIRCOMMERCE

**Aircommerce is a pioneer in the field of airport commerce. It develops airport-specific commercial propositions designed to generate revenue and have impact.**

"We believe that the future of travel retail is not what it used to be," says Melvin Broekaart, Managing Director, Aircommerce. "Customer journeys and customer expectations of commercial environments are

changing. Current generations of airport passengers are avid users of digital shopping tools. They are buying, comparing and sharing online. They expect real-life shopping areas to be digitally enhanced, entertaining and full of surprises. We help airports, global brands and airport operators to adjust to these changes. Rediscovering the airport's true strengths and commercial advantages in a world where on- and off-line retail are rapidly converging." The company has been present within travel retail since 2010. Its latest developments include various impactful airport pop-ups (airportpopup.com), the recent launch of the airport-specific social photo booth called Snapfly, and the recently announced launch of the Airport Giftcard. "We blend our longstanding knowledge of the global travel retail channel with an impactful understanding, network and capabilities in digital commerce, resulting in new revenue-focused

developments that actually work in travel retail for all stakeholders involved. The SnapFly cube is being unveiled in the TFWA Digital Village in tandem with the cube's official airport debut at Amsterdam Schiphol. The SnapFly cube is a purpose-built airport photo booth that uses the latest chroma-key green screen technology to provide a diverse selection of backgrounds which create extraordinary visual effects. The unique photos, which can be personalised with location, retailer or brand identity, are sent instantly to the passenger by email and can be shared with friends and family via social media. Brands and retailers can get involved by adopting backdrops that feature their products or location and also by providing a voucher with bar code that is sent out with the photo email, which drives passengers to their stores and restaurants at the airport.

Stand **DA18**

## AU COEUR DU LUXE



**Au Coeur du Luxe (ACDL) is a leader in front-of-house staff assessment, training and human resources advisory services for premium and luxury brands across distribution channels.**

ACDL helps brands to embrace the digital transformation by analysing ongoing KPI data, identifying target consumers' demand and improving instore productivity and engagement through tailored training solutions. ACDL has branch



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## SAVE THE DATE

The Digital Village Opening Cocktail, kindly sponsored by The Samurais Technologies powered by Evrbit, takes place tonight at 19:30 in the Salon Croisette, Majestic Hotel. Buy your entry ticket at the TFWA Registration Pavilion.

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## TFWA DIGITAL VILLAGE AT A GLANCE

- Three full days: 4-6 October 2017
- 840sqm of space; approximately 30 exhibitors
- Opening Cocktail: tonight, 19:30, Majestic Hotel
- Digital Focus Workshop: today, 08:00-09:00, Majestic Hotel
- Dedicated 'Ideas Lab' in Digital Village, 09:00-10:00, 6 October 2017
- Exhibitors will benefit from the TFWA ONE2ONE pre-scheduled meeting service
- Open to the 12,000-plus participants (delegates, exhibitors and visitors) expected to attend TFWA World Exhibition & Conference



offices in Paris, Hong Kong, Shanghai, Seoul and Singapore.

"In the travel industry, premium and luxury brands need scalable and multi-language solutions to engage and efficiently train their workforce on a regular basis," says Eléa Petit, Digital Project Manager, Au Coeur Du Luxe. "Our strategy is to use digital means to collect customers' data and implement blended learning solutions – digital and classroom training – to provide excellence in modern retail." ACDL has already conducted several projects in the travel retail environment for international clients, such as Procter & Gamble, LVMH Fragrance Brands, Diageo, Pernod Ricard, Moët Hennessy, SKII and Beauty Prestige International. "ACDL's goal is to introduce innovative web-based applications and training tools for brands to guarantee consistent



service, regardless of the growing diversity of the duty free travellers, while improving the productivity and engagement of the front-of-house retail staff," Petit adds. "ACDL offers a 360-degree approach from assessment to tailored training programmes and management practice execution, allowing brands to improve productivity and engagement among their retail workforce."

Stand **DB12**

## DEPACK

**Depack is a 30-year-old retail design company, based in Bordeaux with an office in Hong Kong. The agency mainly focuses on creating space for luxury, beauty, fashion, wine and spirits brands like Calvin Klein, Shiseido, Dolce & Gabbana, Davidoff, Dior, Coach, Vacheron Constantin, Shanghai Tang, Veuve Clicquot, and many fine wine châteaux in the Bordeaux region.**

"We're talking about retail stores, counter stands in department stores, airport duty free shops, pop-up stores, booths and showrooms," says Aurélie Billat, CEO Depack Design. "We provide brands with exclusive instore solutions. A tailor-made design that includes innovative technology can help them leverage the enormous potential for the travel retail industry in embracing digital solutions."

Depack has been creating the latest Davidoff walk-in humidor in Paris CDG T2E, including virtual reality solutions dedicated to the brand universe together with a multi-sensorial approach. "We are currently working on the airport store

of the future," Billat adds. "The first connected shopping capsule has been created especially for VIP airport lounges. Called 'stOrM', this pop-up is a mix of convenience, engagement, value and customer service to succeed in the airport environment." Depack is exhibiting in the TFWA Digital Village to present its 'stOrM' concept. "We want to meet brands, but also duty free retailers in order to discuss opportunities to make things happen thanks to new technologies combined to instore solutions," Billat explains. Meanwhile, pop-up experiential bars designed by Depack are located in Terminals 1 and 2 at Nice Côte d'Azur Airport to welcome arriving visitors and exhibitors with a complimentary glass of Freixenet rosé cava.

Stand **DB2**

**depack.**

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# TRADITION MEETS INNOVATION

At Staedtler's stand, tradition meets innovation with its variety of new products being presented this week in Cannes. "We have a product assortment which can get in touch with every target group

– from children's products, to office and creative products. There isn't a target group that we can't reach with our extensive product offer," explained Pascal Jung, Junior Sales & Marketing Manager,

Fine Writing Instruments, Staedtler. Among the latest innovations is the Staedtler Noris Digital Samsung pen – an adaptation of a traditional pencil, which carries cutting-edge technology to allow for an easy and comfortable feel when using it with digital devices. Staedtler's first-ever assortment of pens made of real concrete is another highlight and is perfect for travel retail as it comes in small,



see-through packaging. Presented at TFWA World Exhibition & Conference for the first time is TRX,

which has the same writing technology as the concrete line. It comes in four different colours

black, blue, green, and brown. **Green Village L39**



# PLAYFUL PUPS

Radley has integrated new key items into its collection for next year that are set to appeal to millennials, while not compromising its core demographic. "We have the Spring/Summer 2018 travel exclusive collection, which is a combination of leather, non-leather,

uniquely designed travel-oriented prints across 47 SKUs in total," said Hayley Lyttel, International Travel Retail Manager, Radley London. "We also have our airline exclusives – it shows how much we believe in the channel. We launched a full range two seasons ago and

season-upon-season they are going very well. We still have our core everyday collection and we are also doing some nice funky fashion market – the theme this season was kidulthood. People are using fashion these days to be a lot more playful." **Blue Village D18**

# INNOVATIVE SPIRIT

Patrón Spirits International is focusing on its aged marks lines, as well as its collaborations with film director Guillermo Del Toro and Lalique. "We are showcasing our entire portfolio, but we are particularly excited about our aged marks like our Resposado and Anejo, and some of the new aged marks like Patrón and

Lalique Series 2 and the ornate collaboration with Guillermo Del Toro the Mexican film director. It is two bottles upside down, the main bottle has the skeleton on it with the tequila and the bottle on the top is an aged orange liqueur," said Greg Cohen, Vice President, Corporate Communications, Patrón Spirits. "There is a little drawer on the bottom

and that pulls out and you can put the candles on there. It looks like a ritual and he envisaged it like a shrine, it's like nothing we have done before. If you know his work, he loves monsters and the supernatural, so this is really fitting," Cohen explained.

**Green Village J35**



# PREMIUM PERFECTION

Qiriness is showcasing its line-up of skincare and masks this year, illustrating how, once tried and tested, the premium quality brand can effectively build loyalty among travelling consumers. "When we launched, everyone said it was

very competitive, but compared to other skincare lines of 30 or 40 years we have become bestsellers," said Qiriness Presidente Mi-Ryung Beilvert. "The normal texture day cream is the most successful, but some

ladies with dry skin in the north of France, Belgium and the Netherlands where the weather was colder needed a cream with a richer texture," she explained, pointing out how this was how the company decided to introduce a richer

"butter-like" cream for consumers who live in colder climates. "Our products protect from distress and pollution, and all our microfiber masks have seen the success of selling 1.5 million pieces. The eye masks are like a second skin and, compared to other hydrogel eye masks, these are very high quality," said Beilvert. **Blue Village G24**



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## ON THE SCENT

Ajmal is following the scent of success to East Asia, where the Dubai-based company believes there is a growing appetite for European and Middle Eastern-style fragrances. "People in China, Vietnam and Cambodia haven't traditionally used perfumes, but this is changing," said Mohammed Ubaidul Haq,

Exports, Ajmal. With that in mind the company has launched a handful of new fragrances for men and women, which it hopes will appeal to new customers in Asia, as well as existing clients elsewhere. Diamond in the Sky, Qafiya Sport, Aristocrat and Shine are among

the latest additions to Ajmal's collection. Ajmal currently has listings with British Airways, Cathay Pacific and South African Airways, among others. It is using TFWA World Exhibition & Conference to try and build on its international success and break into new markets.

**Red Village H18**



## COMPLETE RANGE

In the front part of its stand, Germany-based Schäfer Travel Retail is displaying what it is historically known for: headphones and portable speakers from a famous brand that one would purchase passing through border shops, airports or inflight. In the backroom, though,

more products await customers and complete the existing range. "We want customers to see us as a one-stop shop," explained Chris Winstanley, Senior Sales Director Duty Free, Schäfer Travel Retail. "The idea is to offer products with a high return for little space."

Schäfer Travel Retail has also recently created its own branding division for the production of customised watches and toys. "We're booked up with appointments," Winstanley added.

**Mediterranean Village P12**

## VISIONARY EYEWEAR

Reading glasses svelte enough to slip into your wallet: that's the latest offering from B+D, which is exhibiting some innovative new products at this year's show. The ultra-compact reading glasses – dubbed Bridge, presumably because they cling to the bridge of your

nose – come in a tiny case that is no bigger than a business card. The case has an adhesive pad which can be stuck to the rear of a smartphone. "They are very practical for travellers," said Daniela Svasemberg, Manager, B+D. B+D is also using TFWA World Exhibition &

Conference to launch a new range of eyewear that has been designed for people who use screens a lot, which nowadays is most of us. The glasses filter out the blue and green glare from digital displays. "They relieve headaches and eye irritation," said Svasemberg. The glasses come in colours that are popular in Scandinavia, which is a nod to the company's Danish heritage.

**Yellow Village A21**



## PRETTY IN PINK

Coccinelle arrives in Cannes in bullish spirits, having opened 20 new retail outlets this year alone. "2017 has been another busy and prosperous year for Coccinelle," said Emanuele Mazziotta, Head of Global Travel

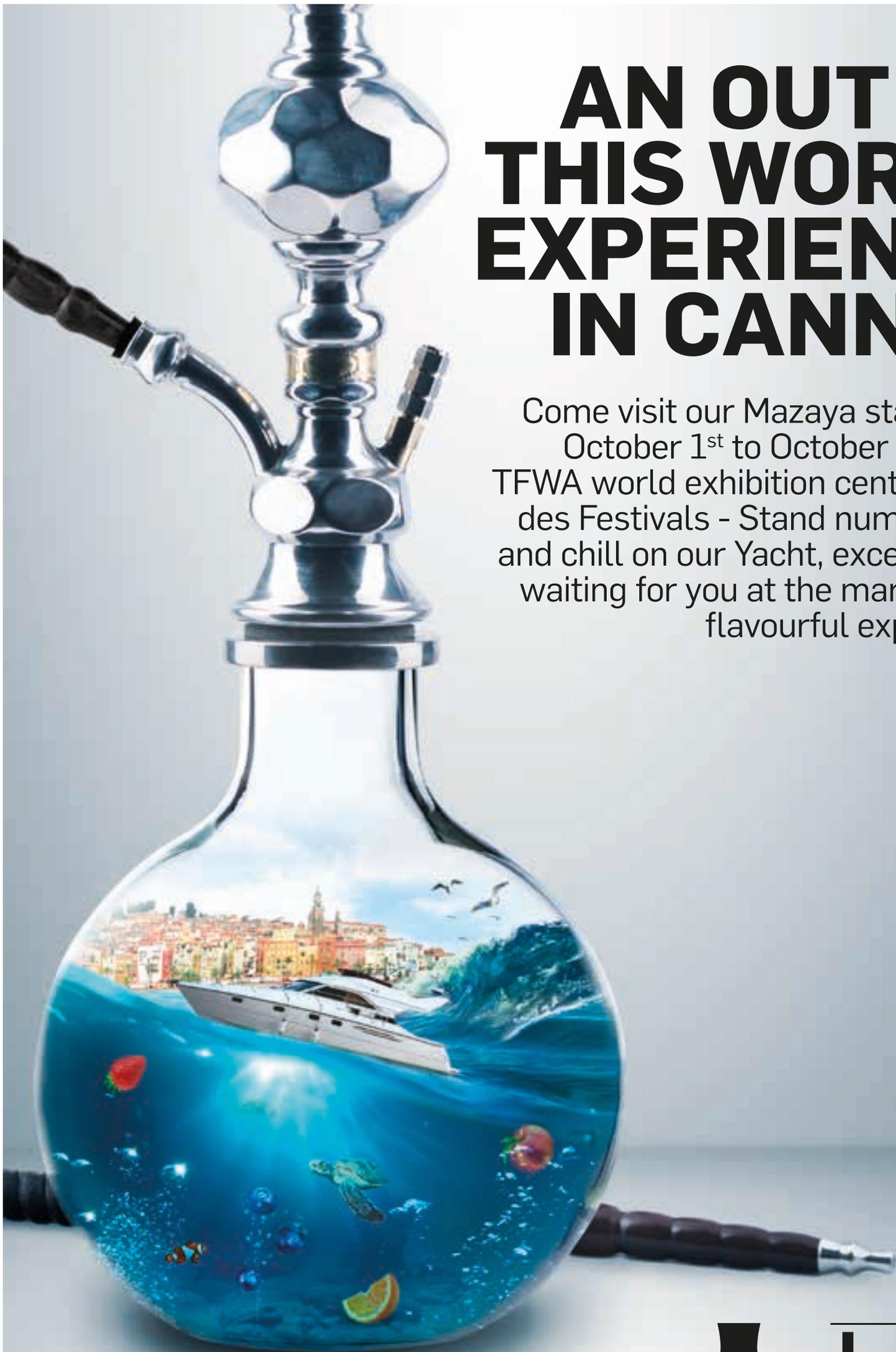
Retail, Coccinelle. "We have opened boutiques, shop in shops and corners in Italy, Germany, Switzerland, Croatia, Egypt, Jordan, Kazakhstan, Taiwan, and on cruise ships, to mention but a few." As well as celebrating a successful year, the brand is showcasing its Spring/Summer collection of women's bags, which "speak myriad languages" taking as they do stylistic cues

from around the world. Coccinelle is also stepping out of its leather comfort zone with the latest line, which features new materials, such as rattan and lace. The brand itself is sporting a new look in Cannes. "This year we have revamped the booth," said Mazziotta. "Pink is our new corporate colour for us."

**Bay Village Bay 1A**

# AN OUT OF THIS WORLD EXPERIENCE IN CANNES

Come visit our Mazaya stand from October 1<sup>st</sup> to October 6<sup>th</sup> at the TFWA world exhibition centre Palais des Festivals - Stand number H53, and chill on our Yacht, exceptionally waiting for you at the marina, for a flavourful experience!



مزايا

MAZAYA

# VODKA EVERYWHERE

A Ukrainian vodka brand, which has worked its way to being the world's third most sold vodka in the travel retail sector – mostly through border shops – Nemiroff is much very intent to conquer new markets in all directions. "Brand awareness and brand development is what we're after," confirms Nemiroff's CEO Yuri

Sorochynski. "It took us 12 years to be where we are, now we want to continue expanding our markets in Asia, in Africa, everywhere." Beside the iconic Honey and Pepper, Nemiroff has developed a whole range from premium to more recent exotic fruit flavoured vodkas. "When you're a global brand, you have to come up with

unique interesting tastes to adapt to your customers," he explains. Beyond market conquest, he is also at TFWA World Exhibition & Conference to meet with customers in meetings that have sometimes be arranged up to a year ago.

**Blue Village G1**



# BIRTHDAY TIPPLE

La Martiniquaise has a birthday in the family: the Porto Cruz house is celebrating its 130th anniversary and is launching a new tippie to mark the occasion. Cruz Heritage is the first travel retail exclusive from the house.

"It's a blend of nine different ports from nine vintage years," said Constance Descamps, International Senior Brand Manager. "We are really proud to launch this." The distributor is also using the show to launch a new global advertising campaign

for its Label 5 whisky. Dubbed 'The Power of 5', the campaign pitches the whisky as the beverage of choice for young urban professionals who like to socialise. "It's a celebration of the capacity of the brand to bring people together in the spirit of conviviality," said Nadège Perrot, International Senior Brand Manager.

**Yellow Village G54**

# SHERRY CASK EXCLUSIVE

Ian Macleod Distillers is launching the new Glengoyne is launching Spirit of Oak, a collection specifically designed for travel retail. Oak trees grown in the North of Spain or in America are transformed into casks and filled with sherry, which they hold for three years. They are then emptied before they can be filled once more, with

whisky. As the maturation starts, the flavours, colour and tannins diffuse and give to the Spirit of Oak whisky its characteristic look and taste. "Only 5% of the 20 million Scotch casks currently maturing in Scotland are sherry casks, which are much more expensive than the more common bourbon casks," Iain Weir, Brand

Director, explained. Differentiation is the key to success in this very competitive travel retail market and Glengoyne, already in the top 10 worldwide, is hitting big with what Weir deems "the Rolls Royce" of whiskies.

**Red Village L7**



# CLASSIC MEETS CONTEMPORARY

Buckley London has several brand new collections on display at TFWA World Exhibition & Conference this year. "We are showcasing a slightly smaller collection this time, as we want to focus on our core audience," explains Nina Jaynes, Head of Marketing, Buckley London. The Buckley London Spring Summer 2018 collections are inspired by the iconic

landmarks of London, introducing 'classic meets contemporary' style for any occasion. From the elegant curves of the Hatton collection to the colourful Covent Garden collection, Buckley London invites visitors to its stand to flaunt their capital cool style. "With this latest range, we want to showcase it to our customers here at TFWA

World Exhibition & Conference and get a feel of what they like," Jaynes added. "We really know our core audience and we are focused on delivering products that will appeal to them. We have a really strong team and together we are ready to achieve our goals."

**Red Village H4**

# ROSEFIELD

AMS|NYC



# MADE IN MEXICO

Fraternity Spirits World is a Mexico-based drinks company which has been producing and distributing Mexican tequila, Cuban rums and Mexican rums for over 10 years. In the top five of the most distributed tequila brands in the US and Mexico, they're eager to increase their presence in travel retail and profit from the upwards trend in 100% agave based drinks. "Tequila is trendy, it's a growing market," said Luca M. Cardillo, Europe Manager, Fraternity Spirits World. "Here, we're showcasing our super-premium range Tequila Corralejo launched in 2016." Made from extra distilled Blue Weber agave, it is a 100% Mexican product from fruit harvest to bottle capping.

Blue Village **G3**



# BRAND WITH SOUL

Visitors at Torres' stand yesterday had the opportunity to meet up with the family-owned wine and brandy company's CEO Miguel Torres, the fifth generation of the family to head the business. He passionately presented the new range of white and red wines, focused on travel retail. Among some of the novelties in the white wines selections are: Milmanda; Sons de Prades from Rueda; and Camino de Magarin, while the red wine selection includes a 100% organic Merlot, Purgatory; and its first Rocha Reserva from

2013, Altos Ibericos. Another highlight at the stand is Vardon Kennett – the first sparkling wine from Catalonia for the Torres family. "For us, the main focus now is to expand into travel retail. It is a great opportunity to meet with our customers and show them our novelties," Torres comments. "More and more customers want a brand with a soul, that is authentic and every day we work to make better, more sustainable wines."

Red Village **K22**



# IMPRESSIVE CATALOGUE

"Water, alcohol and herbs," explained Jürgen Scholz, Vice Export Director, Underberg, while showing the small green bottles that have been the core product of the still family-owned company for the last 171 years. From brandy to digestive drinks, right through the fresh and tasty Xuxu smoothie-like

strawberry drink, Underberg offers an impressive catalogue of drinks sold in 100 countries and distributed in airports and border shops, as well as on cruise liners worldwide. "We want to enlarge our listings and make our existing customers discover the whole range of our products, which

includes the famous Asbach brandy line since the 2002 acquisition," Scholz added at the company's busy stand at TFWA World Exhibition & Conference. "For a first day, we have a lot of appointments, we're quite happy."

Green Village **M70**

# VODKA VETERANS

During a vodka cocktail-infused gathering at Stoli's stand yesterday, the brand unveiled its expanded portfolio, and also its expanded team. Having recently joined Stoli's creative team vodka veterans Hugues Pietrini, CEO Stoli, and Frances Gaillard,

International Marketing Director, presented the brand's latest products. Among the highlights were the super-premium vodka Stoli Gold with new disruptive packaging and design; Cenote Tequila, which will be launched in 2018 and will initially comprise Blanco, Reposado and Añejo expressions; as well as Stoli 80th Anniversary Vodka, introduced to celebrate the brand's 80th anniversary. Pietrini comments: "To celebrate our 80th anniversary we set ourselves a challenge: could we

create a limited edition vodka that combines this unsurpassed smoothness with a little of the character of a 1938 vodka? After countless distillations, we arrived at a winning liquid and a major innovation." Jean-Philippe Aucher, Global Duty Free & Travel Retail Director, Stoli, also added: "We have been coming to Cannes for many years now, but we always introduce with new innovations."

Beach Village **Beach 06**





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To discover more about our new collection,  
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Travel Retail Exclusive



New at TFWA

# 100% family owned Dutch brewer

**Dutch family brewer Bavaria NV makes its debut appearance at TFWA World Exhibition & Conference 2017 as part of its strategy to launch its portfolio of premium craft beers in global travel retail. Bavaria NV is one of the last truly global independent family owned premium brewers left in the world. Founded in the small Dutch village of Lieshout in 1719, and owned to this day by the Swinkels family, Bavaria has been perfecting the art of crafting great beer for nearly 300 years. Today it is Holland's second largest brewing company.**

Now launching in global travel retail, Bavaria offers the discerning consumer a range of individual and distinctive craft beers including Bavaria Premium, Cornet, Palm, La Trappe, Rodenbach, Swinkels' and Bavaria 0.0 alcohol-free beer.

Bavaria will make its appearance at the TFWA duty free trade show aboard the historic schooner Sunshine, which will be moored at Jetée Albert Edouard/Gare Maritime in the official TFWA Harbour Village in the old port of Cannes, adjacent to the Palais des Festivals.

To arrange an appointment to discuss how Bavaria craft beers could be introduced to your customers, or for more information, please contact Mr. Jeroen Beijer, Global Director Duty Free at [jeroen.beijer@bavaria.nl](mailto:jeroen.beijer@bavaria.nl) or +31-499-428538, check [www.bavariadutyfree.com](http://www.bavariadutyfree.com) or visit Bavaria on schooner Sunshine during TFWA World Exhibition.

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**Bavaria**

# MASTERS' EVENING

Cigars, rum and chocolate were plentiful at last night's Masters' Evening. Guests enjoyed delectable canapés, Davidoff Cigars, chocolates by Neuhaus, and rum from Flor de Caña at La Plage du Festival. "I think all of our three companies have found their way to combine a proud tradition with a pioneering spirit to really develop innovation every year, looking ahead," said Martin Kaufman, Senior Vice President Europe & Travel Retail, Oettinger Davidoff. "I'm happy that we're here all together."



# LAUNCH PARTY

Flemingo hosted a lively soirée at Le Tube restaurant last night to celebrate the launch of a new travel retail initiative. The campaign – dubbed Duty Free is Free – was launched in India and rewards Flemingo customers with vouchers that can be redeemed at restaurants, shops and other retailers in the country.

The initiative has been introduced at Mumbai and Chennai airports, and will soon be rolled out to Calcutta. "The promotion uses third party support and has increased sales for our suppliers," said Paul Topping, Director, Flemingo.

Topping also used the party to auction off movie posters signed by the Bollywood star Shah Rukh Khan, in aid of the Flemingo Foundation, which invests in educational projects for disadvantaged children.



Flemingo's Surabhi Batra, Category Manager Beauty, Mumbai; Paul Topping, Director; Reema Advani, Category Manager Fashion, Mumbai; Ashley Alphonso, Category Manager Liquor, Mumbai; Nandhini Srinivasan, Deputy General Manager Marketing; and Nidhi Aggarwal, Marketing Head, Mumbai.



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